

THE INTERVIEW.
BILLY MARTIN

SPORT

JUNE 1982/\$1.50

BASEBALL'S BEST PITCHER

Is it Tom Seaver?

Steve Carlton?

Nolan Ryan?

Ron Guidry?

BASEBALL'S BEST PITCHER BY 1985

Fernando Valenzuela?

Dave Righetti?

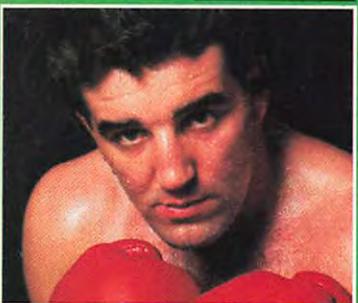
Britt Burns?

Bill Gullickson?

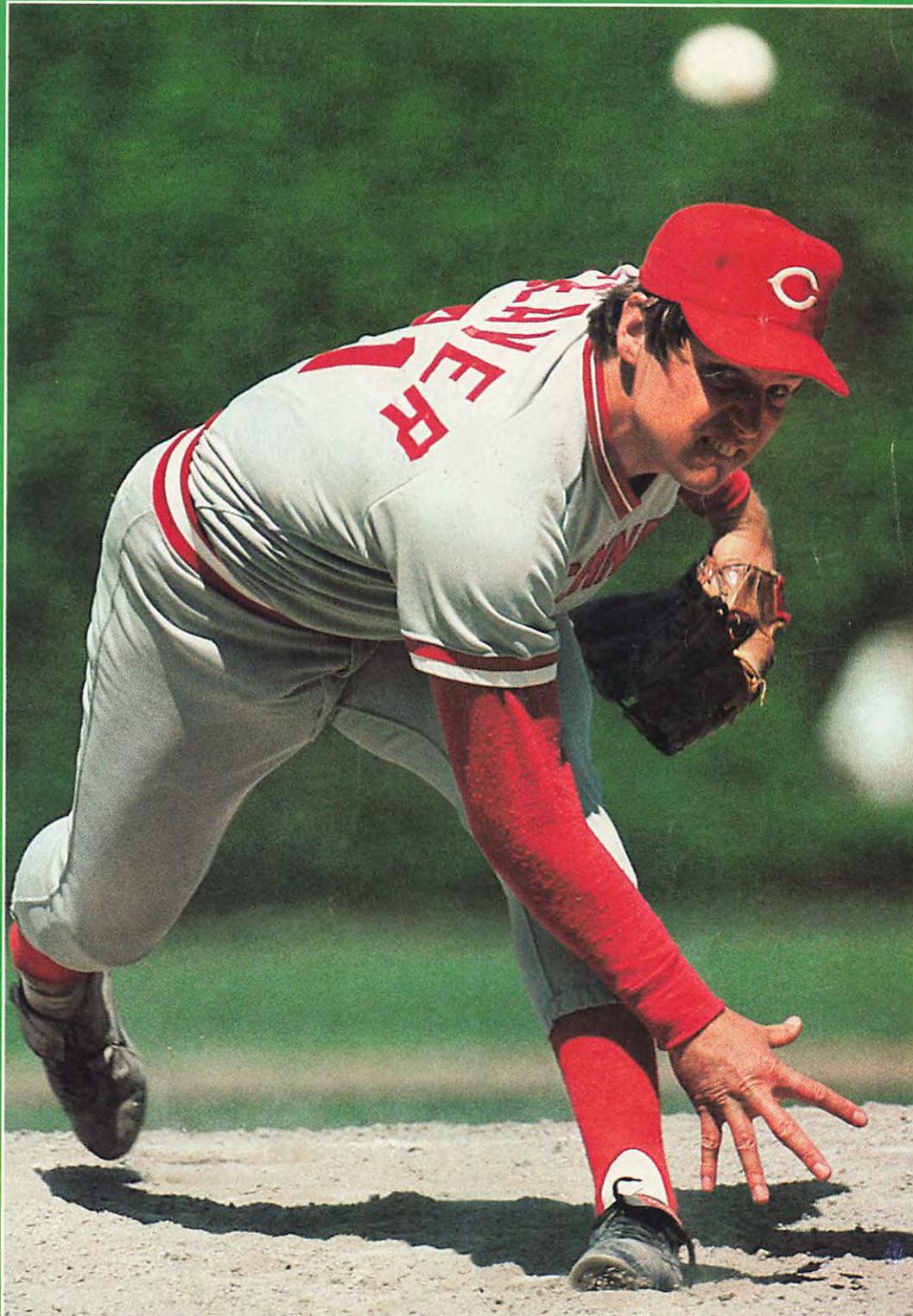
BASEBALL'S SMARTEST PITCHER

(You'll Be Surprised)

PLUS



*Is Gerry Cooney
Worth the Wait?*



Tom Seaver: Perhaps the best—definitely the most underpaid.



0.6

0

71486 02781

A scenic landscape featuring a cowboy in a white shirt and hat riding a dark horse across a green grassy field. A light-colored horse with a pack is being led by the cowboy. In the background, a large evergreen tree stands prominently, with a steep hillside covered in green and yellow vegetation rising behind it. The sky is clear and blue.

Come to

Marlboro Country.



Marlboro Lights, Longhorn 100's and famous
Marlboro Red—you get a lot to like.

Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 16 mg "tar,"
1.0 mg nicotine—100's: 16 mg "tar," 1.1 mg nicotine
av. per cigarette, FTC Report Dec.'81

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



Taste!

Whether you mix it in a whisky sour, or pour it on the rocks, you'll see why more V.O. is bought than any other imported distilled spirit in America.

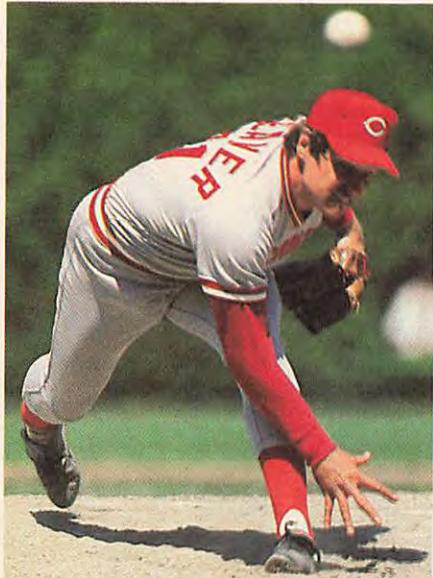
More than any Scotch, Canadian, Rum, Gin, Vodka or Tequila.

V.O.

Enjoy our quality in moderation.

CANADIAN WHISKY A BLEND OF CANADA'S FINEST WHISKIES,
6 YEARS OLD 86.8 PROOF SEAGRAM DISTILLERS CO., N.Y.C.

Cover Story



28 RATING THE PITCHERS

If you had one game to win, who would you send to the mound? If you could have any young pitcher, who would you choose? Here's who.

• **The Great Arms Race Is On.** Baseball has its best crop of young hurlers in years. When the going gets tough, who will still be in there pitching? By Peter Gammons

• **Aces, Jokers and Wild Cards.** The best, the worst and the weirdest of baseball's armed forces.

• **The Smartest Pitcher in Baseball.** No heat, no stuff, just the winningest record in the American League the past three years. He does it with his head. By Pat Jordan

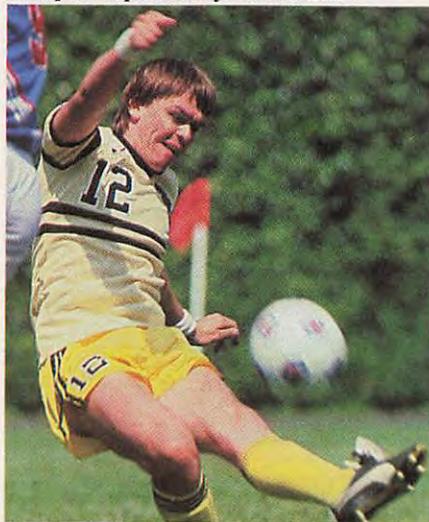


44 THE ATLANTA BRAVES: MADE-FOR-TV BASEBALL

Suspense, action, comedy, melodrama, plus some dashing young stars. And this season maybe a pennant. Now playing in your town, Ted Turner Television presents the Atlanta Braves. By Harry Stein

50 SOCCER '82: THE CHAMPIONS NOBODY KNOWS

Chicago has its first champion since 1963, and the NASL has a success story in troubled times. Meet the Chicago Sting—and six teams that might steal the honey from its championship hive. By Steve Fiffer



58 THE GREENING OF COLLEGE BASEBALL

When the College World Series is played this month, the stadium will be packed. And the keenest observers will be a bevy of major league scouts. College baseball is better than you think. By Jim Martz



DEPARTMENTS

Sport Talk

7

Fanfare

23

Sport Quiz

27

Extra Points

84



75 WHO IS BOBBY CLAMPETT . . .

. . . And why will he win the U.S. Open? Three reasons: He's good, he's cocky and he's playing in his own backyard.

By Jim Moriarty

65 THE BIG FIGHT VS. THE BETTER FIGHT

Gerry Cooney vs. Larry Holmes is the biggie. Big money. Big glamour. Big talk. But when it gets down to boxing, Marvin Hagler vs. Thomas Hearns will be a better fight. By Randy Gordon



15 INTERVIEW: BILLY MARTIN

Billy is a happier man these days. But don't let that fool you. He's got plenty of vinegar for his detractors and plenty of advice for everyone. By Barry Bloom

Head and antlers above the rest.



Moosehead. Canada's Premium Beer.

All Brand Importers Inc., Lake Success, N.Y. Sole U.S. Importer © 1982



HELP FOR SPRAINS AND STRAINS.

Pro Comfort Elastic Supports.

Scholl designed them to support and strengthen your joints.

There's one for ankles, one for knees and one for elbows. Each made to ease pain and help prevent swelling. And to



You need all the protection you can get.

protect against further injury.

Get help with
Pro Comfort®
Elastic Supports.

A full line of
sports medicine products.

SPORT

PUBLISHER

DON HANRAHAN

EDITOR

DAVID BAUER

ART DIRECTOR

MARY FINALBORGO

MANAGING EDITOR

BOB GILLEN

SENIOR EDITORS

NEIL COHEN

PETER GRIFFIN

PICTURE EDITOR

SCOTT MLYN

ART ASSOCIATE

JERILYN HANSEN

ASSISTANT MANAGING EDITOR

ANICE MILLS

ASSOCIATE EDITORS

MICHAEL ROSEN

JOHN CAPOUYA

ASSOCIATE PICTURE EDITOR

JANE DIMENNA

ASSISTANT PICTURE EDITOR

BERIT ODDERSTOL

ADVERTISING DIRECTOR

THOMAS G. BROWN

SALES REPRESENTATIVES

NEW YORK: C. YORKE LAWSON, PETER R. GRIFFIN, JULES KASE, MIKE CAMERON, MIDWEST

FRANK LOVERME & ASSOCIATES, CALIF. FLAVIN ASSOCIATES, DETROIT

THE GRIFFITH GROUP, TEXAS ARTHUR CARVETH, CANADA

ADVERTISING COORDINATOR

DEBBI SINTON

BUSINESS MANAGER

ARTHUR LUTZ

COMMUNICATIONS DIRECTOR

BILL DUNCAN

PRODUCTION MANAGER

MARIE ARFI

PRODUCTION ASSISTANT

KATHRYN BRETZ

TYPOGRAPHER

JOHN T. HARRIS

ACCOUNTING MANAGER

ELAINE KESSELMAN

ACCOUNTING ASSISTANT

DIANE B. LEVY

CIRCULATION MANAGER

HARRY SAILER

ASSOC. CIRCULATION MANAGER

KIM GOODWIN

NEWSSTAND MANAGER

TERESA DONOVAN

ADMINISTRATIVE ASSISTANT

LAURIE SHEPPARD

STAFF ASSISTANT

PATRICIA RIOS

OFFICE ASSISTANT

ALONZO PRITCHARD

SPORT IS A MONTHLY PUBLICATION OF SPORTS MEDIA CORPORATION (ISSN 0038 7797). A SUBSIDIARY OF SOUTHWEST MEDIA CORPORATION.

PRESIDENT

WICK ALLISON

VICE PRESIDENTS

BERNARD R. KRAFT, ANN RICHARDSON

CONTROLLER

VICTORIA LATTNER

CIRCULATION DIRECTOR

WENDY BOX

MANUFACTURING DIRECTOR

SANDRA HORNSBY BEDDOW

ADMINISTRATION

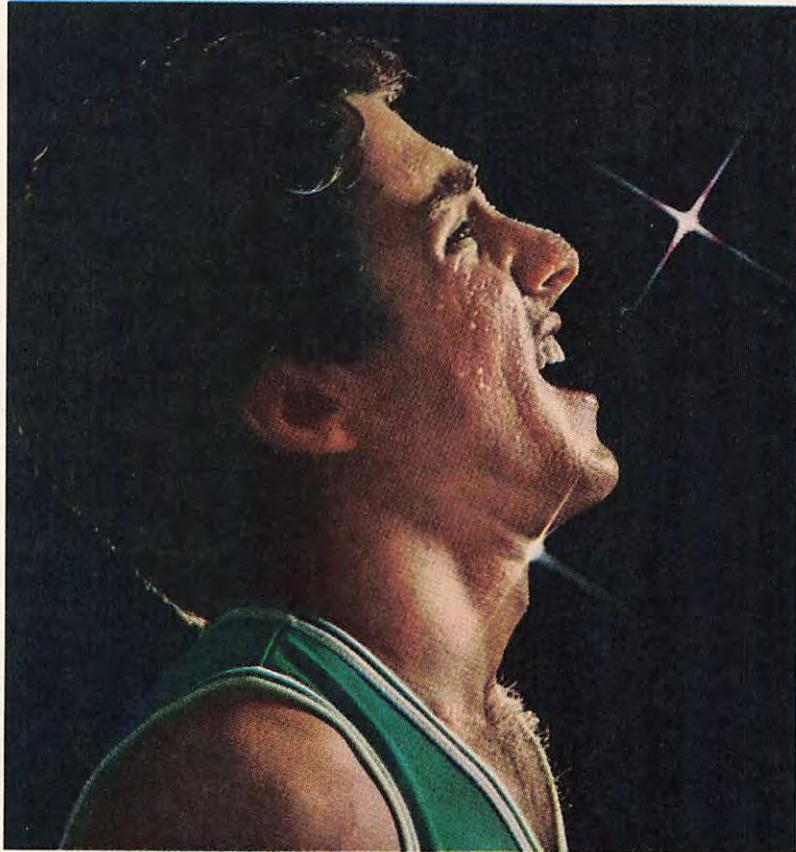
ROBBIE WATSON

SUBSCRIPTION RATES: U.S. & POSSESSIONS, TWELVE ISSUES, \$12.00; TWENTY-FOUR ISSUES, \$18.00. ALL OTHER COUNTRIES ADD \$3.00 FOR ONE YEAR, \$6.00 FOR TWO YEARS. 250,000 ADVERTISING AND EDITORIAL OFFICES AT 119 WEST BROAD STREET, NEW YORK, N.Y. 10018. ADVERTISING OFFICES AT 1740 WEST BIG BEAVER ROAD, TROY, MICHIGAN 48084, 6190 DALLAS PARKWAY SUITE 201, DALLAS, TEXAS 75248, 55 CHARLES STREET EAST, TORONTO, ONTARIO, CANADA, AND 421 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90010. CHANGE OF ADDRESS: SIX WEEKS' NOTICE ESSENTIAL. WHEN POSSIBLE PLEASE FURNISH AN ADDRESS LABEL FROM A RECENT ISSUE. CHANGES CAN BE MADE ONLY IF YOU SEND US YOUR OLD AS WELL AS YOUR NEW ADDRESS. WRITE TO SPORT, P.O. BOX 5016, DES MOINES, IOWA 50306, OR, IF YOU PREFER, CALL THIS TOLL-FREE NUMBER: 800-247-5470 (IN IOWA CALL 800-532-2727).

SECOND CLASS POSTAGE PAID AT NEW YORK, N.Y. AND AT ADDITIONAL MAILING OFFICES AUTHORIZED AS SECOND CLASS MAIL, P.O. DEPT. OTTAWA, ONTARIO, CANADA, AND FOR PAYMENTS OF POSTAGE IN CASH. © 1982 SPORTS MEDIA CORPORATION. ALL RIGHTS RESERVED. COPYRIGHT UNDER THE UNIVERSAL COPYRIGHT CONVENTION AND INTERNATIONAL COPYRIGHT CONVENTION. COPYRIGHT RESERVED UNDER THE PAN-AMERICAN COPYRIGHT CONVENTION.

MAIL ORDER ADVERTISING: SHELDON MEDIA, 201 EAST 42 STREET, SUITE 1606, NEW YORK, N.Y. 10017 (212) 949-9577. MANUSCRIPTS, DRAWINGS AND PHOTOGRAPHS SHOULD BE ACCOMPANIED BY SELF-ADDRESSED STAMPED ENVELOPES. THEY WILL BE CAREFULLY CONSIDERED BUT THE PUBLISHER CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE.

Kodak. In support of excellence.



The drive to be the best is a formidable challenge. In the end, it is the spirit, the sheer determination, which marks the difference between achieving a goal or falling short. As sponsor of the Kodak Sports Programs—the Kodak All-America

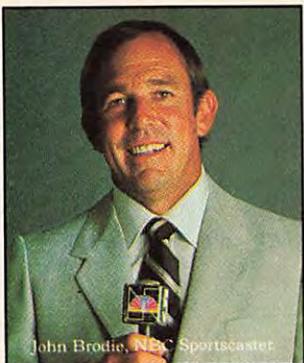
Football Team, the Kodak Women's All-America Basketball Team, and college basketball's Eastman Award, Eastman Kodak Company supports the reach for achievement in America's athletes. Because at Kodak, we recognize the importance of excellence—in sports, in products, and in people.

©Eastman Kodak Company, 1981



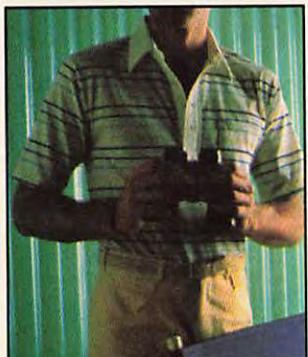
The Kodak Sports Programs

THE KODAK ALL-AMERICA FOOTBALL TEAM • THE KODAK WOMEN'S ALL-AMERICA BASKETBALL TEAM • THE EASTMAN AWARD



John Brodie, NBC Sportscaster

Most designers have a lot to learn about American men—how they're built, how they live. Now comes JaySport, a new line of sportswear. It's All-American look and fit, designed to make a man appear trimmer and feel more comfortable. JaySport typifies the American spirit: relaxed with style.



"JaySport. You couldn't have come along at a better time."



JaySport™ Sportswear
From the Jaymar® World of Comfortable Clothes.

SPORT Talk

Worst job, best bunters, strangest signatures, smartest scouts and loneliest end.

Strike Three? NBA Owners Press on Salaries

In late June, the NBA Board of Governors will gather for its annual meeting. Among the problems it will face are the shaky financial position of a number of teams—six are actively seeking buyers—and the widespread unhappiness with commissioner Larry O'Brien. But the most important matter on the agenda—and the biggest challenge facing the league—will be on how to approach the negotiations with the players' association that will take place this summer.

The current collective bargaining agreement between the owners and the players expires June 1. The league owners seem determined to resist making further concessions to the players; in fact, many seem determined to get some of their own. The biggest, and most innovative, concession they might seek would set a limit on how much any team could pay each year in player salaries. One-third to one-half of the teams in the league pay out more than 100 percent of their gate receipts in player salaries. That is the main cause of the shaky financial position of the teams in Utah, San Diego, Cleveland and Denver.

The actual ceiling figure on team payrolls is negotiable, but if it were, say, \$4 million, that would mean no team could exceed that amount in total player salaries, though it could distribute that amount any way it liked. If Houston wanted to pay half of that to Moses Malone, fine, but that would severely restrict how much it could pay to the rest of the players on the team.

The idea is to force salary prudence on the imprudent. It would also place each franchise on an equal footing; no team could outspend another

in stockpiling talent.

Naturally, the players aren't going to accept such a plan easily. But some owners are said to be ready to keep training camps for next season closed until they get what they want from the union. The owners feel strongly about their plan to get a cap on salaries. In late June they'll decide how far they're willing to go to get it.

This Kaat Has 24 Lives and Is Still Purring

When Jim Kaat mopped up in relief during the St. Louis Cardinals' season-opening win over Houston, he became the first pitcher in baseball history to pitch in 24 major league seasons. Kaat and Early Wynn had shared the old record of 23. Jim Kaat turned 44 last November 7, but what is more amazing than his age is the amount of baseball action he's seen. Over 24 years,

UPDATE

Our April issue contained six rules for betting the NCAA basketball tournament. Here's how we did.

The rules were: bet against the ACC and on the Big Ten teams; play underdogs getting from one to three points, but play favorites giving up five or more; play teams favored by 10 points or more; and, in the final, take the team on a roll.

Kaat has pitched to both halves of seven big league father-son combinations. He's faced Yogi and Dale Berra, Ray and Bob Boone, Tito and Terry Francona, Marty and Matt Keough, Gus and Buddy Bell, Maury and Bump Wills, and Jim and Mike Hegan. It is the Hegan combo that may be the most impressive. They both retired during Kaat's career.

CALENDAR

MAY

24 Middleweight Boxing Championship: Hearns vs. Hagler; Windsor Univ., Windsor, Ontario
24-June 7 French Open (tennis)
27 NBA Championship Series begins
31 Indianapolis 500, IN

JUNE

1-5 NCAA Outdoor Track and Field Championships; Brigham Young University, Provo, UT
3-6 Kemper Open (golf); Congressional CC, Bethesda, MD
4-12 College Baseball World Series; Omaha, NE
5 Belmont Stakes; Belmont, NY
7-9 Baseball Summer Free-Agent Draft
11 WBC Heavyweight Championship: Holmes vs. Cooney; Caesars Palace, Las Vegas, NV
15 Baseball Intraleague Trading Deadline
17-20 US Open (golf); Pebble Beach Golf Links, Pebble Beach, CA
21-23 NBA Board of Governors Meetings; Coronado, CA
21-July 4 All England Tennis Championships; Wimbledon, England

Our rules indicated a play in 27 of the 47 games this year. There were more games than that in which our advice came into play, but those games were eliminated because of conflicting rules.

Coming to the final game, we'd won 13 and lost 13. Ah, but that championship game. Sport readers here enjoyed a triple play. North Carolina was favored by 1½ points. Thus, the rule to play against the ACC and to take underdogs getting 1½ indicated Georgetown. So did the direction to

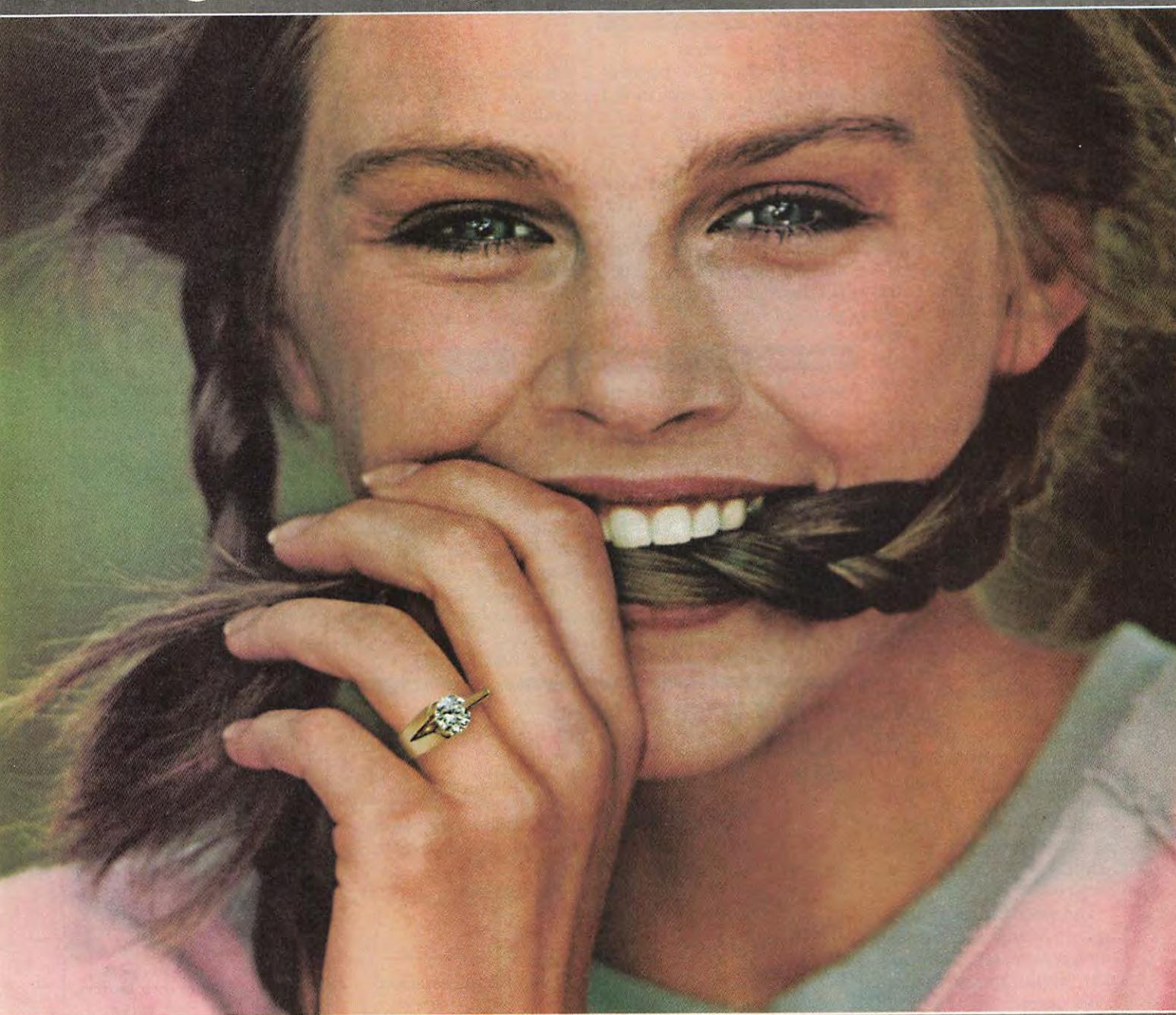


James was Worthy to the Tar Heels, but Mud to their bettors.

take teams on a roll: Georgetown had not failed to cover or push in every tournament game; Carolina had covered the spread just once.

Carolina, of course, won, but with two seconds left, the Tar Heels' all-American forward James Worthy missed both ends of a two-shot foul. The final score stood at 63-62, and Georgetown bettors had won. Had it all the way.

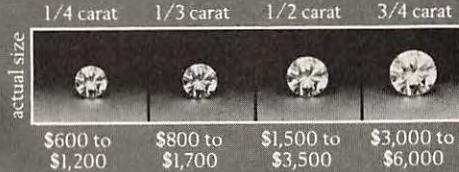
"I couldn't live without her,
so I gave her a big incentive to stick around."



I wanted to get Beth a diamond engagement ring as big and beautiful as our future together looked. A diamond that told the world that this wonderful woman wasn't marrying just anyone. She was marrying me.

Now I'd found out that today a good guideline for getting the most beautiful diamond you can afford is to spend about 2 months' salary.

So 2 months it was. And as proud of her as I am, she's even prouder of that ring.



Prices shown are based on retail quotations and may vary. Send for the booklet "Everything You'd Love to Know...About Diamonds." Just mail \$1.00 to Diamond Information Center, Dept. DPS, 1345 Avenue of the Americas, New York, NY 10105.

A diamond is forever. De Beers

STATS

Which organizations have developed the most players in the major leagues? Here's how teams rank in order of the percentage of all current major league ballplayers who originally signed with and

started out in their organizations (based on players on major league rosters over the past two years). Interestingly, six of the seven most productive teams are from the National League.

1. Philadelphia (5.27%)
2. Pittsburgh (5.18)
3. Cincinnati (4.84)
4. California (4.75)
5. St. Louis (4.66)
6. Los Angeles (4.58)
7. New York Mets (4.40)
8. Oakland (4.32)
9. Baltimore (4.23)
10. New York Yankees (4.01)
11. Montreal (3.97)
12. Atlanta (3.89)
13. Minnesota (3.83)
14. Cleveland (3.45)
15. Chicago White Sox (3.28)
16. San Diego (3.11)
17. Chicago Cubs (2.85)
18. Milwaukee (2.50)
19. Seattle (1.39)
20. Toronto (0.98)

And You Complain About Your Job . . .

Who's got the worst job in sports? It's Hank Egan, of the Air Force Academy basketball team. Egan, a retired major, faces an impossible set of restrictions for anyone hoping to win in the highly competitive world of big-time college basketball.

First, any Air Force recruit must commit himself to five years of military duty. Add to that the restriction that the Academy can't take anyone over 6 feet 8. (Egan's tallest player this season was 6 feet 5.) Then, there are grades. Air Force cadets must make a score of at least 1,000 on their college boards. And, after all that, the prospect must receive a Congressional nomination.

Now, there are more problems. To cut the travel costs of an independent, Air Force joined the tough Western Athletic Conference last year. That assured the Falcons of several nasty beatings each year. In two seasons of conference games, the Falcons are 6-26.

"When we joined the WAC I had mixed emotions," Egan admits now. "It was sort of



Hank Egan in happier days.
Bring on the Marines.

like watching your mother-in-law drive off a cliff in your new Cadillac." But there are bright spots on the horizon. One is a rule change. "The new jump ball where you alternate possession has been the greatest thing to happen to Air Force basketball," he says. "We never used to get a single jump ball. Now we're assured of getting every other one."

It's a start.

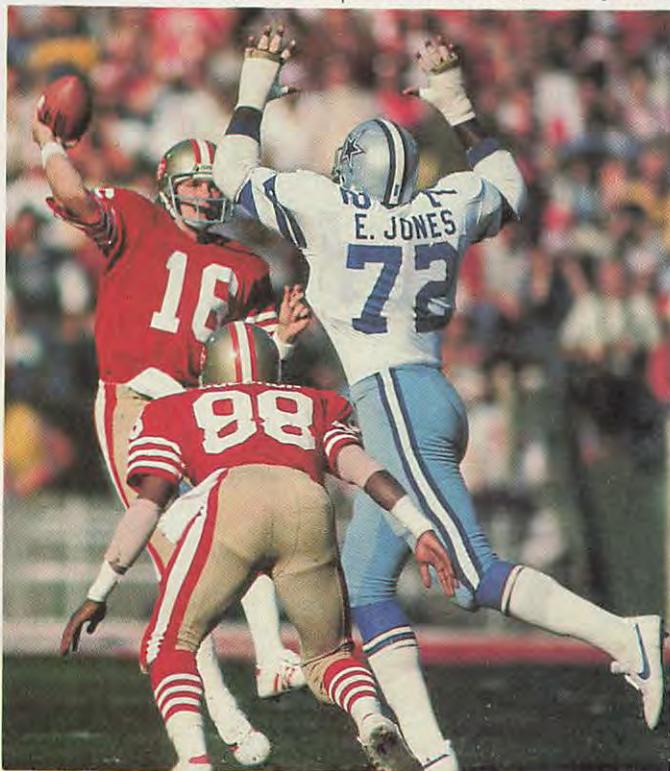
Is Ed Jones Too Tall for Anyplace but Dallas?

Ed (Too Tall) Jones of the Dallas Cowboys, one of the most feared defensive ends in pro football, is a free agent. And nobody wants him.

Jones was a free agent for

it would demand giving up two first picks.

This time around, Jones admits some of the reluctance may be because he likes it in Dallas. "I was probably more



Too much Too Tall: Won't any contender give up two late first-round picks for one of the best defensive ends in football?

the first time after the '78 season. No teams contacted him then. "The league rule keeps anybody from calling," he says. The league rule is based on compensation: if you sign a player, you've got to compensate the team he's leaving. At Jones' salary level that would have required a No. 1 and a No. 2 draft choice in '78; now

willing to move three years ago. But the circumstances are still the same; nobody calls."

The Cowboys say they'll work out a new contract, so rest assured Ed Jones will remain in Dallas. But still it makes you wonder why the NFL continues to use the term "free agent."

More Problems for the Hapless Cavaliers

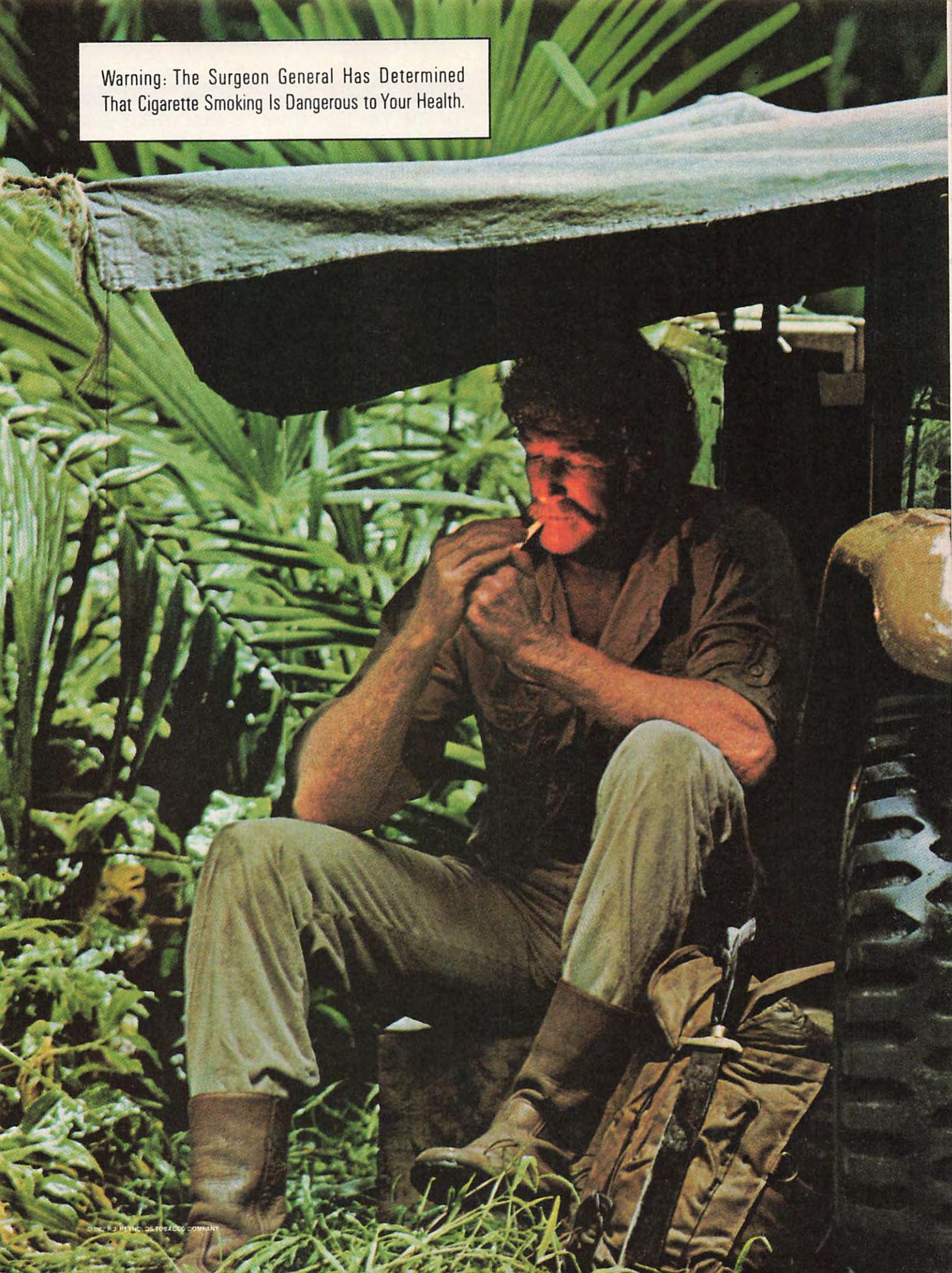
Put a losing team in the middle of nowhere and the result is a disaster at the gate. The Cleveland Cavaliers, playing in Richfield Coliseum, 20 miles south of downtown Cleveland, finished last in the league in attendance last year, averaging only 5,475 a game. Now, owner Ted Stepien is attempting to move the Cavs back into the heart of Cleveland—into a new arena at

Cleveland State University.

The Richfield Coliseum was built in the early Seventies by former Cavalier owner Nick Milet, who believed the team would draw from the surrounding area. "It was crazy to leave downtown," says Stepien. "The Coliseum was Milet's Waterloo."

It could also be Stepien's. The Cavs can't leave Richfield until 1985.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



LIGHTS: 8 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report DEC. '81; FILTERS: 15 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

CAMEL

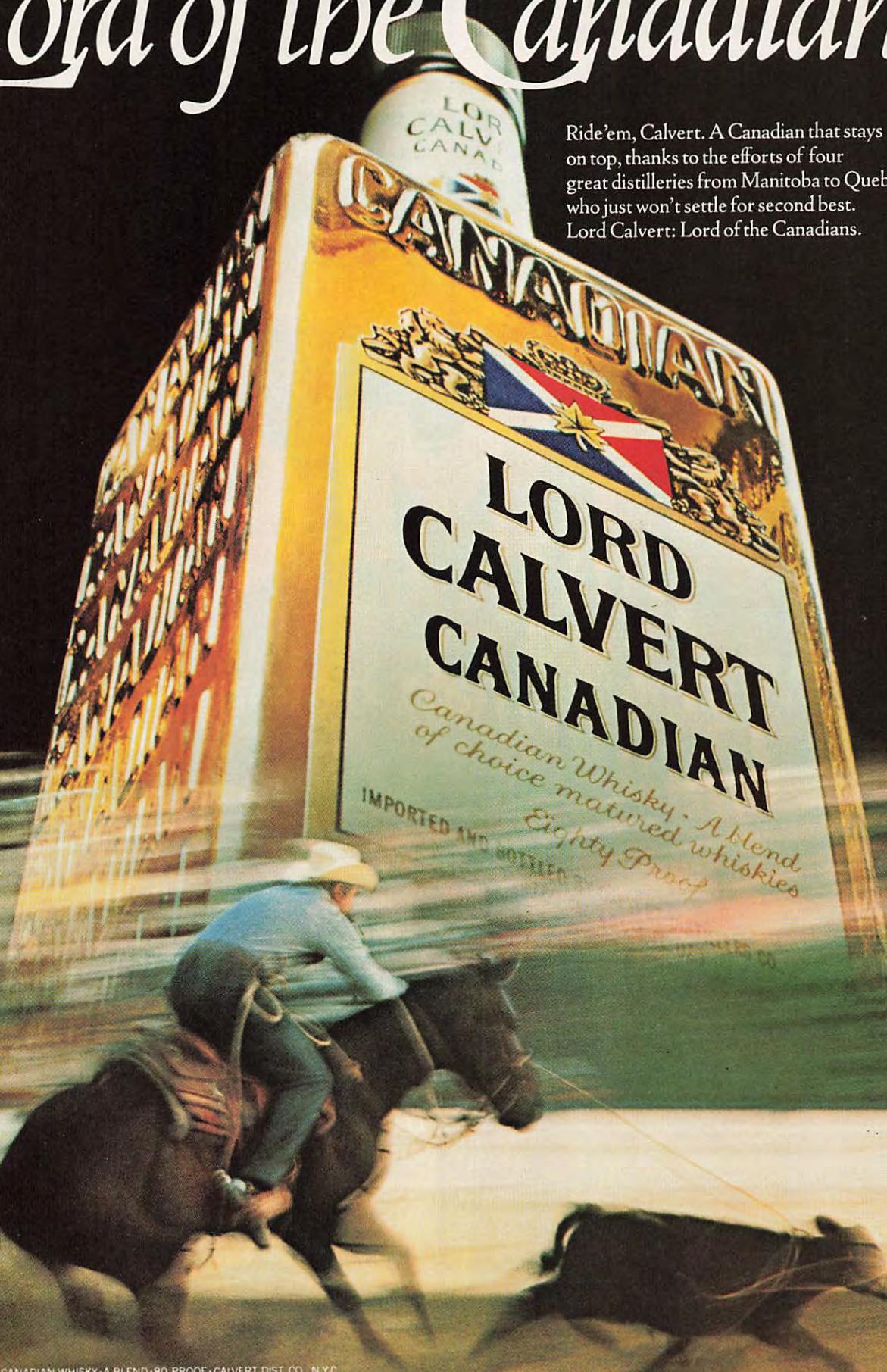
Where a man belongs.



Experience the
Camel taste in Lights and Filters.

Lord of the Canadians

Ride 'em, Calvert. A Canadian that stays on top, thanks to the efforts of four great distilleries from Manitoba to Quebec, who just won't settle for second best. Lord Calvert: Lord of the Canadians.



LISTS**Rizzuto:** "Players today forget to do the little things."

The bunt is dying. Today, a baseball team averages only between 40-50 a season. Phil Rizzuto was hired by the Go-Go Yankees to bring the art of bunting back to the Bronx. The Yankee sportscaster says, "The bunt is one of the easiest things in baseball to learn. All it takes is a delicate touch and a little practice." Here are the Scooter's best all-time bunters.

1. Phil Rizzuto. Of course. You think George Steinbrenner would hire the second best? Rizzuto was a master at faking the bunt and swinging away. He says, "I loved to do it against Ferris Fain (Philadelphia Athletics) when he charged from first base. I used to just miss his head."

2. Rod Carew. "Carew has an advantage because he can bunt from both sides of the plate. When he was winning those batting titles, he must have got 30-40 bunt base hits a year."

3. Mickey Mantle. "Nobody was a better drag bunter. He used to be so fast that he could just outrun the ball."

4. Nellie Fox. The Chicago White Sox second baseman had a good trick when he bunted: he made sure to leave the bat right where the catcher would trip over it."

Best Young Bunter: Kirk Gibson. "He has great speed and drag bunts well."

Best Bunting Team: Milwaukee Brewers. "Paul Molitor, Robin Yount, Don Money and even Cecil Cooper are all fine bunters."

Sign Language: It's All in the Wrist

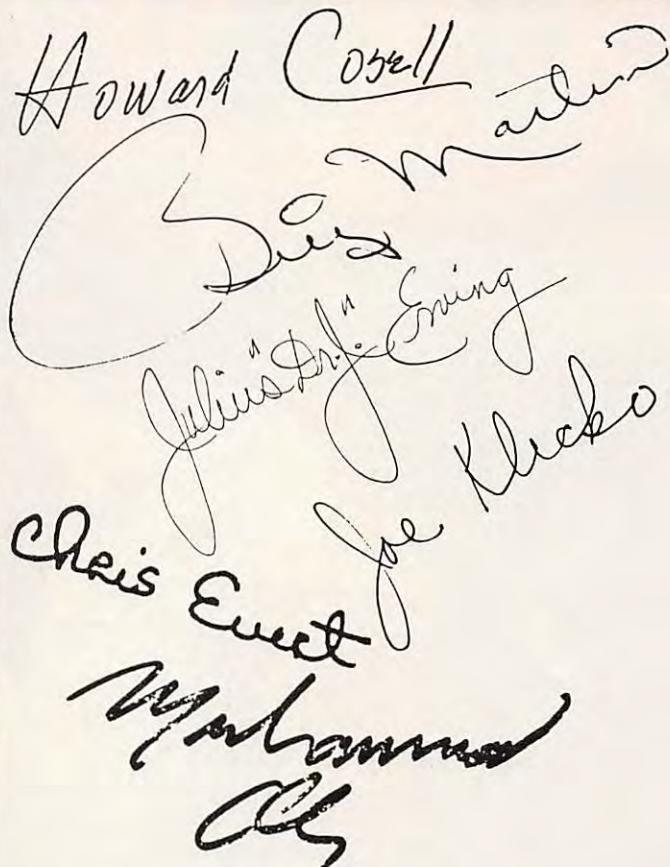
How a sports personality signs his name tells a lot about that individual as a personality and as a performer, according to Michael Zimmer, a New York graphologist. Below, he analyzes six autographs from the world of sports.

Muhammad Ali: His angular writing signifies a highly calculating and goal-oriented nature. The public outbursts are pure show biz hype never meant to be taken seriously. Note also the thick, smeary stroke he uses; it's evidence that Ali is a pleasure seeker. If temptation gets the best of him, he's subject to excesses.

Howard Cosell: The broken writing pattern reveals Cosell to be a man of wit and imagination with keen powers of observation. He's inclined to jump from topic to topic without any apparent forethought. Cosell is fiercely independent, and resists outside influences.

Julius Erving: The lower loops on his letters are evidence of a high level of energy. This graphic also shows that Dr. J has a matter-of-fact attitude about his skills, but he is also fully aware of his value to the team and is highly money motivated.

Chris Evert: This script has a slow tempo. Note the perpendicular slant. Even more significant is the way she makes a capital R instead of a lower case one. This bears



witness to a personality and style of play that is careful, cold-blooded and cautious.

Billy Martin: The circle i-dot shows Martin to be an independent man with a strong desire to be different. Notice also the leftward movement on the capital B in "Billy." This indicates that he is an introvert, and his own worst critic.

Joe Klecko: Note how the final stroke in the e in "Joe" is shaped like an upturned palm. Here Joe reveals he's a rather amiable fellow with a warm and outgoing nature—surprising for a member of the Jets' feared New York Sack Exchange. However, this graphic also reveals that Joe has lapses of self-discipline as well as a playful streak.

Up the Side of Mt. Everest, the Hard Way

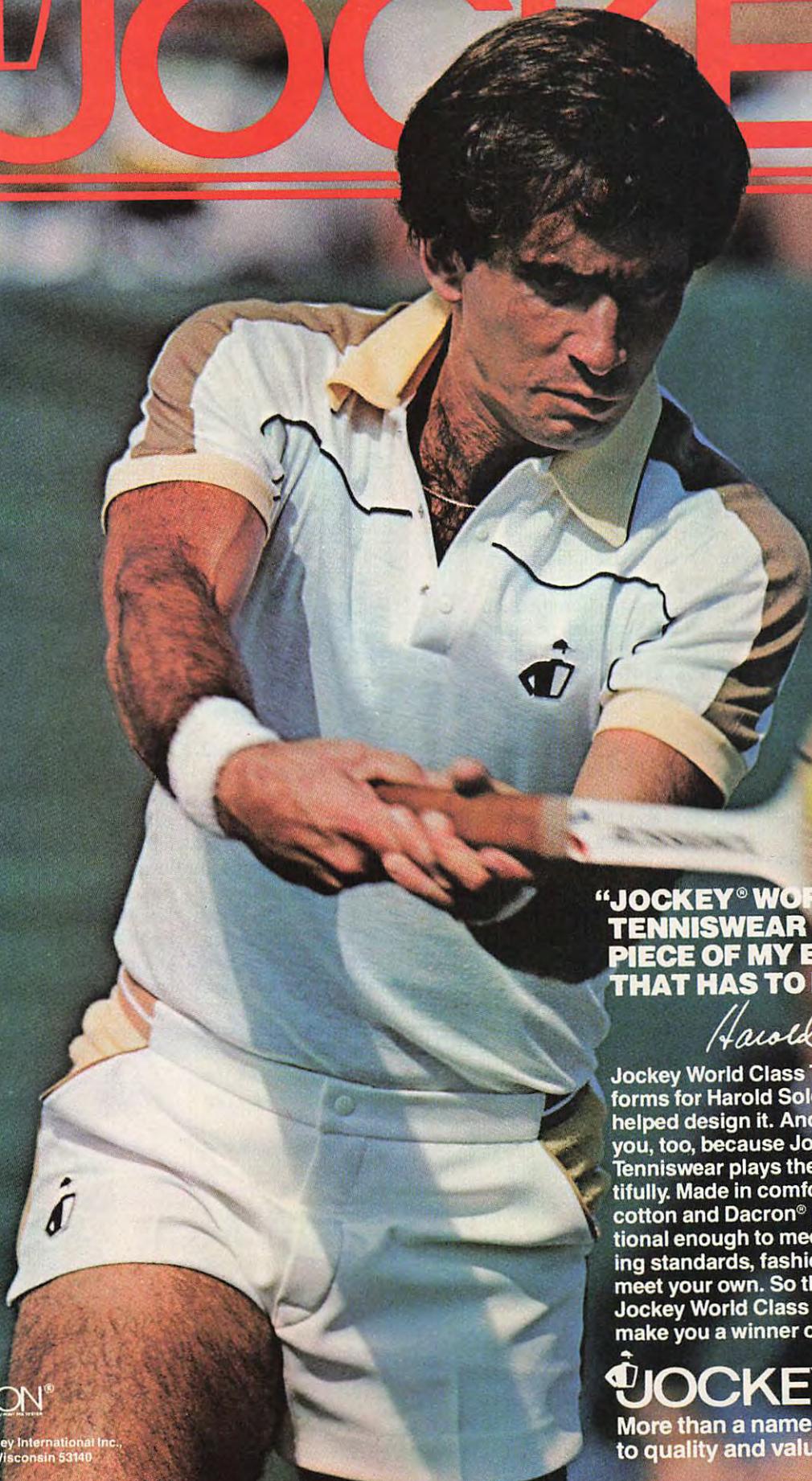
When it comes to mountain climbing, Lou Whittaker is the king of the hill. The 53-year-old mountaineer works out by climbing Mt. McKinley five times a year, and has made five climbs in the Himalayas. As you read this, Whittaker is somewhere in China, leading a team of 15 on a two-month climb on an untried route up the north face of Mt. Everest. If successful, it would be the first American team to climb Everest from the China side, and

Whittaker would become the oldest person ever to stand on the top of the world.

In the last 50 years, one in 10 Himalayan climbers has perished; only one in 10 climbers has made it to the peak of Everest. Whittaker, brother of Everest pioneer Jim Whittaker, is looking forward to sitting on a 2,000-foot cliff and looking at the north face of Everest with Beethoven's Fifth playing on his Walkman: "There's nothing else like it in the world."

**Whittaker dresses for Everest: 100 mph winds, -20 degree temperature.**

JOCKEY®



**"JOCKEY® WORLD CLASS
TENNISWEAR IS ANOTHER
PIECE OF MY EQUIPMENT
THAT HAS TO PERFORM."**

Harold Solomon

Jockey World Class Tenniswear performs for Harold Solomon because he helped design it. And it'll perform for you, too, because Jockey World Class Tenniswear plays the way it looks: beautifully. Made in comfortable blends of cotton and Dacron® polyester, it's functional enough to meet Harold's demanding standards, fashionable enough to meet your own. So this season, let Jockey World Class Tenniswear help make you a winner on and off the court.

JOCKEY®

More than a name. A commitment to quality and value.

DACRON®

© 1982 Jockey International Inc.,
Kenosha, Wisconsin 53140

Billy Martin

Baseball's dugout dynamo turns a team around and turns baseball upside down.

by Barry Bloom

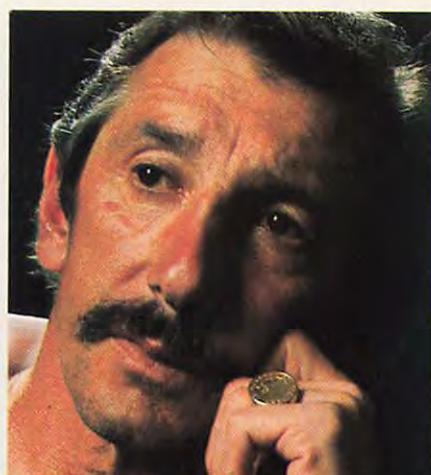
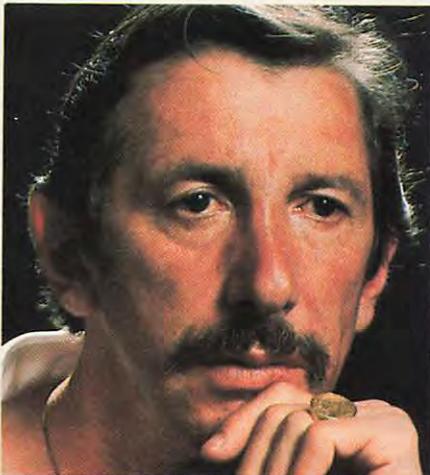
Interviewing Billy Martin can be an emotionally draining experience. Not only must the interviewer confront the man, but he must also juggle the myths and images that have emerged and been compounded during Martin's long, successful—but tumultuous—playing and managerial careers.

There is *Billy the philosopher, Billy the oppressed, Billy the tyrant, Billy the benevolent*. There is *Billy the manager*, who won division titles in Minnesota, Detroit, New York and, most recently, last year in Oakland. And the world championship with the Yankees in 1977. But there is also *Billy the man*, who was fired four times be-

fore finally finding his niche with the A's, just 10 miles from the Berkeley home where he grew up and where his 81-year-old mother still roots him on.

There is *Billy the renowned bar fighter, and Billy the lover*. *Billy the friend who spearheaded the drive to raise money for Kenny Boyer in the former third baseman's recent battle with cancer*. There are players who swear by him and players who curse him.

But love him or hate him, respect him or criticize him. There is little room for not forming an opinion of him. Perhaps no man in baseball elicits more varied responses from people who've crossed his path.



SPORT: You've had so much success everywhere you've managed. Why have you been able to win where other managers have lost?

MARTIN: It's the result of hard work, what we do in spring training, but that's only one part of it. There's the pride in it, the pushing—when you have to win you push a little harder. And learning to give of yourself, using the word "we" instead of "I." There're a lot of little things.

SPORT: How has it varied from club to club that you've been with?

MARTIN: Well, every year you manage you add a little something new to it. You see where there's something lacking, and you just have to change it a little bit all the time. You don't just change away from the other things you do, you add

something to it.

If you deal with a team that can run, you add certain plays to make it into a running team. With a team that can't run a lot, you have to stay with the basics. You've got to go with the personnel you have. I've been very fortunate that wherever I've been as manager, the talent was there. Maybe it wasn't brought out before, but it was always there.

SPORT: The A's were the most demoralized team in baseball when you arrived here. How did the process of turning them around begin?

MARTIN: Right in spring training. I had a meeting the first day. I said, "Forget about those 108 losses you had last year, that's history. Now I'm going to show you how to be winners, and we're going to be winners. And you start thinking

that way *right now* because that's what we're going to do. I'm going to show you different things."

The first five plays I put on, they all went backwards, everything went wrong. Then finally we got one right out of eight and, oh boy, a cheer went up: "Well, we got one right, Skip!" And from then on, they started relaxing a little more, and they started to do things. They weren't playing scared, they were playing aggressive baseball, and then, boom, all of a sudden we had a well-knit team.

SPORT: What do you consider your strongest point as a manager?

MARTIN: When I go out there, I know the game. I have a memory of the opposition—how to pitch them, and play them. I don't have to look at a scorecard



UNLEASH THE *SPIRIT!*

The feeling begins with **Blue Stratos**.[®]

Feel it!
Adventurous Blue Stratos!
Brisk. Bold.
The men's cologne and after shave.
With a feeling of freedom
that begins...only with
Blue Stratos.



"A spitball is something where you go to your mouth; our pitchers are not doing that."

or revert to notes. You just name the ballclub right now and I'll tell you how to pitch and play each one of them. That's my strong suit.

SPORT: How about knowing how to deal psychologically with the players?

MARTIN: That comes natural. Some guys have too many meetings, some guys over yell, some guys don't yell enough. You've got to know when to do it, when not to do it, and how to do it. Players are all different. You've got to have one set of rules, but treat them all different when you're talking to them. Some guys you got to push, some guys you leave alone, some guys you just give 'em hell.

SPORT: It seems that a lot of old-time baseball people don't try to relate to the new generation of ballplayers.

MARTIN: Sure, people are rather set in their ways. I think in this modern day you've got to bend a little bit. There's no generation gap; I think there's a communication gap between management and the player. He's saying the same thing as I did when I was a player, he's just saying it in a different way. You've gotta stay on top. It's like hairdos and dress codes—everything changes.

SPORT: What have you changed from the way it was in your days as a player?

MARTIN: For instance, in the old days, you wouldn't allow the players to go to the hotel bar. That belonged to the manager. So the manager would go to the hotel bar and the players would have to go out. Maybe they'd have a hard time getting a cab, maybe they'd get in a wreck or something. So, I changed it. Now the players go to the hotel bar and the manager goes elsewhere. You know they're not gonna get in trouble in an elevator—unless they ride with George Steinbrenner.

SPORT: I noted that on a lot of the A's literature, they're not saying Billy Ball any more this season.

MARTIN: I hope we get away from it. Billy Ball's fine, it served its purpose. I'm not knocking it, I just don't like to take anything away from the players; the players are the ones who are doing it. I'd rather read "Aggressive baseball by the Oakland A's. Good baseball by the Oakland A's." I think that's more important.

SPORT: Everyone says that Billy Martin will do anything to win a ball game. For example, there was that whole row last

year about all the pitchers on the A's throwing spitballs.

MARTIN: They didn't throw no spitballs. They can say what they want. Umpires see the same pitch, and the umpires don't see it. So where the hell is it?

SPORT: How do you think it got started?

MARTIN: It's because they were getting people out. One of our catchers left here and he kind of thought we were doing it, so maybe that's it.

SPORT: You mean Jim Essian?

MARTIN: Yeah, maybe one pitcher will try and experiment with it and use it a couple of times, but they throw whatever they want to. A spitball is something where you go to your mouth; our pitchers are not doing that.

SPORT: But it helps to have people think that something suspicious is going on. Like with Gaylord Perry.

MARTIN: Always good. A lot of people thought Perry was throwing spitballs all around, but he wasn't. And every time he'd get somebody out, they'd come in and say, "Oh, he threw a spitter you know." It's good.

SPORT: So basically that's the edge that people are talking about. It's a psychological manipulation.

MARTIN: That's it.

SPORT: Your first two seasons in Oakland were your calmest as a manager anywhere. Has also being general manager been the reason?

MARTIN: Well, it's certainly helped. I don't always have to explain to somebody what went on during a game. After a while it gets old. You know, your time is taken up enough just managing the ballclub, talking to the media, and whatever, without having to go upstairs and explain things to the general manager. Then the general manager explains it to the owner and eventually you have to answer to him too. You just get tired of the phone calls and talking about mostly petty things.

SPORT: Did you decide after you left the Yankees that the next time you took a manager's job somewhere, you wanted control of baseball operations as well?

MARTIN: To tell you the truth, I didn't know if I wanted to come back. I was disappointed and I was that down after I got in that incident in Minnesota [the fight with the marshmallow salesman] where nobody paid any attention to my side of the case. It just hurt me so badly.

Then, of course, people said, "Billy's not going to get another job again." Well, that wasn't true. I had a job right in my hip pocket. I had Charlie Finley calling and another club calling. And I also knew if I sat back and waited three months, there'd be all kinds of jobs busting open. I just got tired of sitting around. And you know what happens when you're down, you start feeling sorry for yourself, and that's bad. So I had my agent call Finley and everybody thought I was crazy. But we had an agreement that he would not interfere and that I could run the club and that's exactly what happened.

SPORT: In going from the Yankees to the A's, were you concerned about making such a big transition, both in the makeup of the organization and in what you had on the field?

MARTIN: Well, I had to work a little bit harder and do a little more teaching, but I needed to be active and do these things. I didn't have anything to prove. I was a successful manager before that. But then I said to myself, "What if I do good now? Now what are people going to say?" I figured I wouldn't hear nothing again for the rest of my life. And that's the truth. Nobody can say anything now. They have to zip it whether they like it or not.

SPORT: Do you consider your first and second place finishes with the A's as rewarding as your World Series victory?

MARTIN: Very rewarding. And the most rewarding part about it has not been what it's done for me; it's been seeing the kids on this ballclub, who were once ashamed of being A's, making other teams look bad. Their pride came back. Now they're wearing A's jackets and hats off the field. It's like a school teacher seeing one of the pupils graduate, or a mother seeing her child graduating from college. It's a great feeling.

SPORT: Do you think you might become a full-time general manager in the near future?

MARTIN: Possibly, possibly.

SPORT: Would that be enough for you?

MARTIN: Oh, yeah. Oh, I'd stay close to it. I'd watch the team a lot, travel with it, stay close to the manager. I wouldn't second guess him or anything, but I'd stay close to him. If anybody wanted to talk about certain things, I'd be there.

I understand what a manager goes

through. A lot of general managers have never been managers, so they don't know what goes on down there in the clubhouse. They don't know what goes on in that bus. They don't know what goes on in the plane when you're traveling together, every day with the same individuals. You've got to know their different moods and feelings and understand how to handle each one of them a little differently.

SPORT: While you have your general manager's hat on, how about some views on where baseball is heading? You've always been very partial to the designated hitter, would you like to see the DH adopted by the National League?

MARTIN: I'd like to see it go one way or

the other. I think it's unfair for us to go through an entire season and have a pitcher hit in the All-Star Game and World Series. I think it's very dangerous for the pitcher. Someday, somebody is going to get hurt because they're not used to going up to the plate. I think it's ridiculous that we can't use the DH in a National League club's park during spring training. It's amazing that the National League was unanimous for testing the DH in our league, but now they won't adopt it in their league.

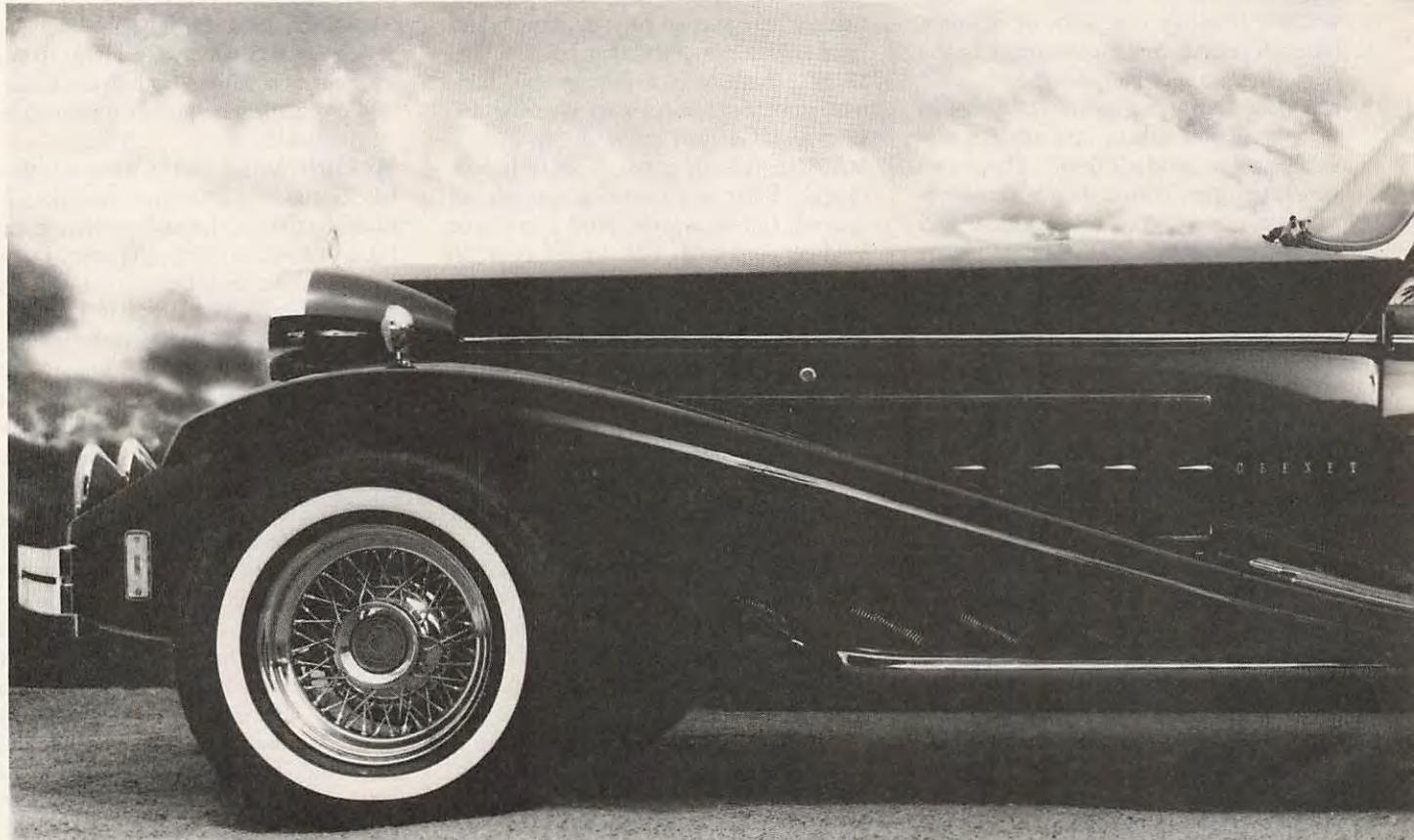
SPORT: What about interleague play?

MARTIN: It makes sense, but it makes too much sense. Wouldn't it be great to see the Dodgers come up and play us? And the Giants, wouldn't that be a great

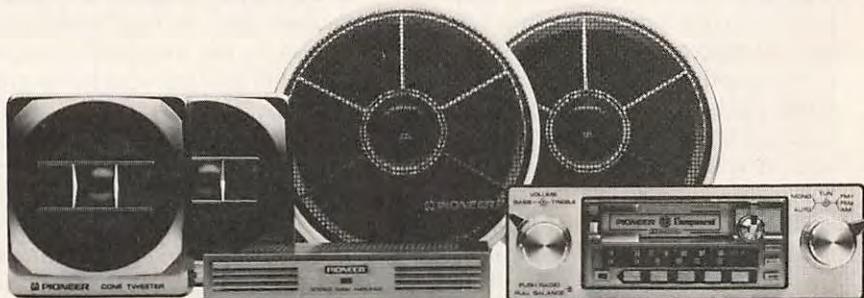
rivalry? The Dodgers and California? My goodness, that'd be tremendous and it'd be good for baseball. It's unfair now to some towns that the people there don't get to see American League or National League ball. I think you're going to eventually see three divisions—West Coast, Midwest and East Coast—and interleague play. I hope it eventually comes to that. I think the dollar situation and the long plane rides are going to make it happen.

SPORT: Speaking of the dollar situation, can you imagine what the old Yankees would have made in the current salary climate?

MARTIN: You know, the Yankees certainly weren't known at that time for



FOR \$78,500 YOU CAN HAVE YOUR



giving out big salaries. Right now, the way prices are going, the way they're giving these \$11 million and \$13 million contracts, if Joe DiMaggio and Mickey Mantle were still playing, they'd have to give DiMaggio New York and Mickey Philadelphia and Chicago. Not salaries, they'd have to give them the cities. That's how good they were.

As far as I'm concerned, though, I'm happy to see the players get more money, because I thought we were oppressed when I was a player making \$7,500 in New York. But I think the players have gone overboard, they're getting too much now.

SPORT: You've certainly seen the pendulum shift during your baseball career.

MARTIN: And I believe there's a certain spot where it's got to stop: you can't be putting people out of their business. I think the owners have created their own monster in the free agent draft. You can't go out and pay guys who are released \$4 million, \$5 million. A guy hitting .230, .240, getting that type of money—it's ridiculous. What you're really doing is hurting Joe Fan—the family who wants to take their children to see basketball, football, baseball, hockey, and can't afford the tickets because the prices keep going up. It's unfair. I think the super-superstar should get his due. But it should be on that basis, not on arbitration or all the baloney that's going on now.

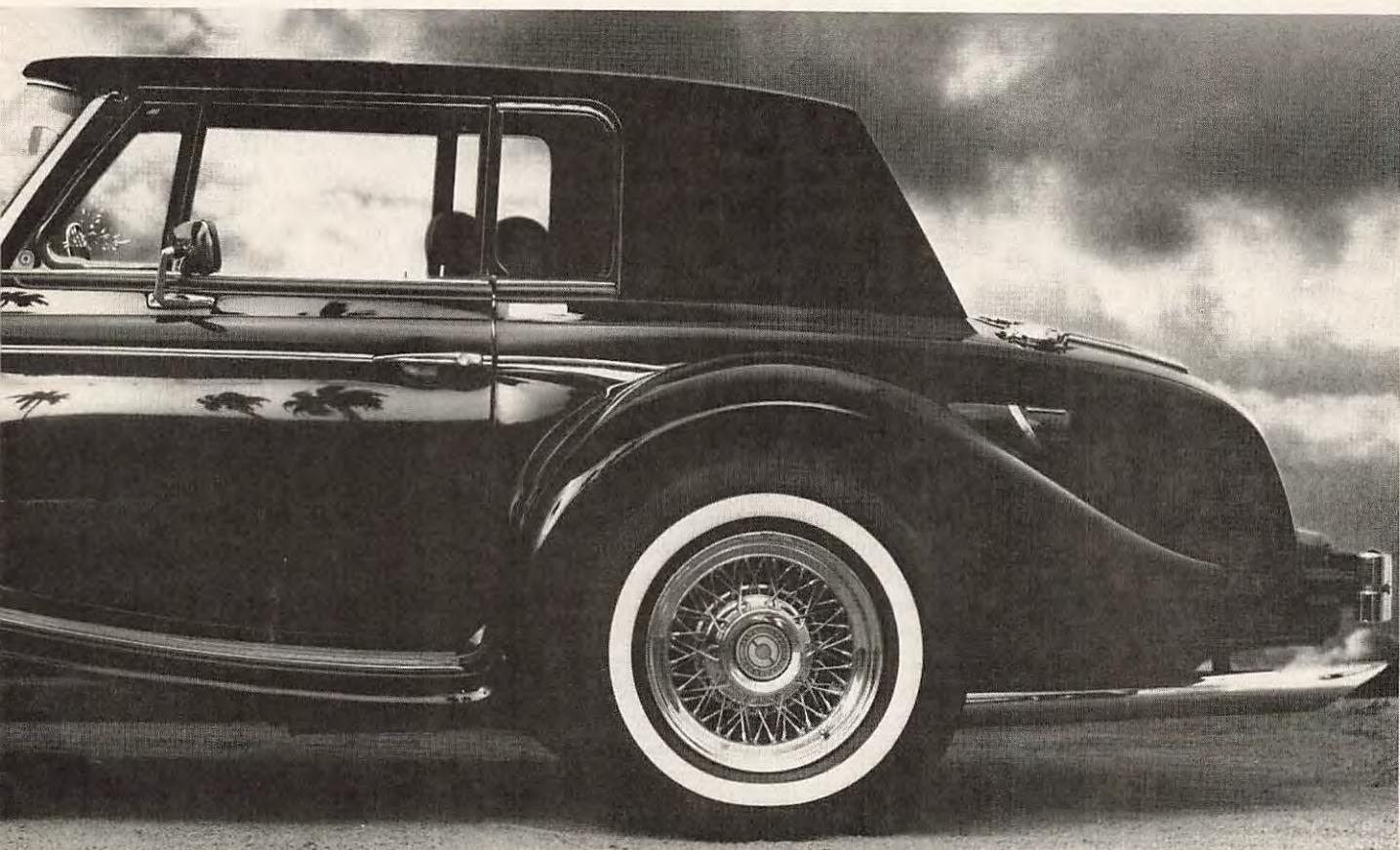
SPORT: If you owned the A's today, and were in A's president Roy Eisenhardt's position, how would you handle it?

MARTIN: Just like we're doing it right now. We're putting a lot of money into our farm system and developing kids. So when the time comes when a player asks for a ridiculous amount of money, we'll just say, "See you later," and have him replaced by another good, young kid.

SPORT: When you came to the A's, they were the lowest paid team in baseball. Now that their salaries have started to come up, do you think you can avoid the inherent traps and jealousies that big money caused for the Yankees?

MARTIN: No question about it.

SPORT: Why?



PIONEER CAR STEREO GIFT WRAPPED.

For a suggested retail price of \$500, you'll get our KEX-20 in-dash component AM/FM cassette, our GM-4 amplifier and TS-T3 and TS-167 speakers handsomely packaged in Pioneer's famous blue and white cartons.

For just \$78,000 above suggested retail, you'll get the same Pioneer car stereo system packaged in this beautifully handcrafted Clénet motor car.* Surrounded by a solid walnut dash, hand-rubbed teak trim and exquisitely tailored leather seats from the most prestigious classic

coach builder in America.

And why did Alain Jean-Marie Clénet choose Pioneer as the sound system for his uncompromising \$78,500 cars?

Need you ask?

PIONEER®
We never miss a performance.

©1982 Pioneer Electronics (USA) Inc., P.O. Box 1540, Long Beach, CA 90801. To find your nearest dealer, toll-free, call: (800) 447-4700. In Illinois: (800) 322-4400. Minor changes have been made to the Clénet version of this Pioneer car stereo system. *Clénet Coachworks, Santa Barbara, CA.

"Why don't you look at Babe Ruth's background? I'm an angel compared to him."

MARTIN: Because I'm in the position to be able to control it. I know how to handle it. Before, I didn't have any say on the money guys were getting under the table, or what was going on behind the scenes with Steinbrenner and all that stuff. Now I know what's going on all the time, so there's nothing going on behind my back.

SPORT: Can you be more specific?

MARTIN: Take New York. Steinbrenner wasn't there my first year [1976, he was suspended by the commissioner] and we won the pennant. Next year, he comes in and wants to take over, do all the things. And again, the conflict comes in. Players are going to him behind my back. Not all the players, just one or two. And he's paying them different bonuses here, and different things there. My God, at the end of the season I had to get five guys in the last game just so they could get their bonuses. No manager should ever be put in that position. It's ridiculous. But last year here, we had a deal with one of our guys, a pitcher, so I went to Roy Eisenhardt and said, "Let's pay him his bonus right now because I'm not going to pitch him." He said, "Good, we'll do it." So we didn't have to give him his innings, but he got his money. That's the way I think it should be done.

SPORT: Were all these behind-the-scene incidents the reasons why you were fired from other teams?

MARTIN: That's right, not because I wasn't successful, but because of different things. And every time you'd read about it in the paper, it came out differently why I was fired. Not really the truth. Fired in Texas because it was a new owner and he wanted the power I had. Fired in Detroit because the general manager and I disagreed on players—I thought the guys he had in the minor league system weren't good enough. Fired in Minnesota because I got into a fight with the traveling secretary two years before and when I became the manager he never forgot it. And he was a friend of the ballclub's owner, so I was gone. It was that simple. But yet when I was gone, instead of just firing me like a man would fire another man, rumors would circulate. I always drank too much. Ah, he's wonderful between the lines, but off the field . . . Now what do I do off the field? Let's see—I give to all the charities, very charitable. I go to

church every Sunday. I'm an inspiration when every little kid around sees Billy Martin standing in church every Sunday Mass. That's bad, huh? I'm a good father, that's bad? So what the hell do I do off the field? Ask them one time!

SPORT: It usually comes back to your drinking habits.

MARTIN: My drinking habits. I've never, ever gone back to a bar after a game and said, "Geez, I've got to have a drink." Never. Never had a drink at five, six, seven o'clock in the morning. When the bar closes, my drinking stops. I don't need to drink. What's a guy drink for? When I win, I have a couple of drinks 'cause I'm happy, right? When you lose, you want a couple of drinks because you're sad. This is a screwed up world. You drink when you're happy and you drink when you're sad. Is that wrong? Is it wrong to be human? It's not wrong as long as you don't do it in excess, and I don't do it in excess. I could stop drinking right now for one month, easily. And I've done it. Nobody knows it, but who gives a damn what they know? I like to drink just like everybody else. I enjoy my beer. Nothing tastes better on a warm day than a cold beer. That doesn't mean I go out and drink four cases of beer. I do everything moderately. That's the way I do it.

SPORT: Because of the way he handled it, do you think George Steinbrenner was looking for an excuse to get you out of New York?

MARTIN: I think so. I hate to say that because sometimes George has the greatest heart in the world. He's like a Jekyll and Hyde. One side of him is just fantastic and the other side is very hard-headed. And even though he's totally wrong, that's the way he wants it. I've seen him do wonderful things for people around the country that even he doesn't talk about. But I believe that he hired me to fire me because I left him the first time [Martin resigned as Yankee manager in July, 1978]. It was kind of an embarrassment to him, I guess. So if it wasn't the Minnesota incident, it would have been something else. And it would have been very minor too.

SPORT: At the time, Steinbrenner said that your fighting the marshmallow salesman wasn't in the best interest of the New York Yankees.

MARTIN: Not in the best interest of be-

ing a Yankee. Why don't you take a look at Babe Ruth's background? Or take a look at some of the other guys in the Hall of Fame. I'm an angel compared with them.

SPORT: Do you find that after all these years people still try to antagonize you, especially in a bar situation?

MARTIN: Yep. Like that incident in Minnesota. I didn't even know the gentleman and I wouldn't know him if he walked up to me right now. We had just come in from hunting, me and my friend, little Howard Wong. We were just standing there and he comes up and says, "You ain't Billy Martin. You're not big enough. You don't look tough enough." I tried twice to introduce him to Howard Wong and he wouldn't even listen. He just kept going on and on. So finally I just said, "Hey, I'm getting tired of this pal. Why don't you go bother somebody else?" And when he came back, we got into it.

SPORT: This bar fighting image extends to the field, doesn't it?

MARTIN: Oh yeah. Everything happens, Billy does it. Pitcher throws a ball close to a guy, Billy had him throw it at him. I get tired of reading it, but that's what they do. Somebody gets knocked down, Billy had them knocked down. It doesn't occur to them that the guy made a gesture at the pitcher after he hit a home run the time before, or laughed. It doesn't occur to them that the pitcher has his own pride. But no, it's Billy had him knocked down. You know, when I played, you didn't have to tell a guy to knock somebody down. They had their own pride out there. Same way you don't have to tell a shortstop or second baseman—if a guy gives you one of those football rolls, the next time he comes in, drill him. They'll do it on their own. Again, it's a pride thing. Football rolls can put you out of baseball. If a guy did that to me while I was playing, I just tagged him right in the mouth.

SPORT: You know, of course, that you still have detractors out there. That after everything, even the placid years in Oakland, there are still people waiting for you to self-destruct again.

MARTIN: Yeah. Tell them to bring their lunch because they've got a long wait. ★

Barry Bloom met all the Billy Martins in a week in Oakland.

There's only one way to play it...

Wherever the music is hot, the taste is Kool. At any 'tar' level, there's only one sensation this refreshing.



Original

Low 'tar'

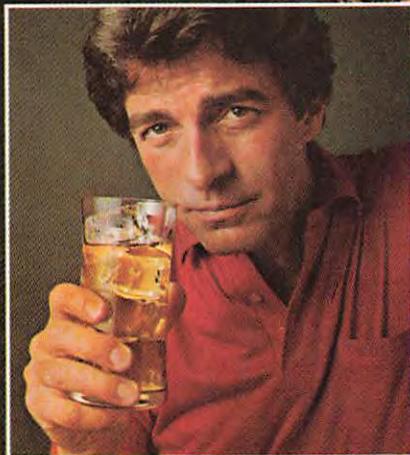
2 mg.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Lights Kings, 9 mg.
"tar", 0.8 mg. nicotine av. per cigarette by FTC method; Filter Kings,
16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '81.

"I never knew gold rum tasted like this."



**If you're still drinking
Canadian and soda...**

**it's because
you haven't tasted
gold rum and soda.**

That's the reaction that's made Puerto Rican gold rum one of the most popular and fastest growing liquors in America today.

People try it once. Then again and again.

Either on the rocks, or with a dash of soda or your favorite mixer. Any way you try it, gold rum is a smooth alternative to bourbons, blends, Canadians—even scotch.

Try the delicious gold rums of Puerto Rico. The first sip will amaze you. The second will convert you.

Make sure the rum is from Puerto Rico.

Great rum has been made in Puerto Rico for almost five centuries. Our specialized skills and dedication result in rums of exceptional dryness and purity. No wonder over 88% of the rum sold in this country is Puerto Rican.

Look for the name Puerto Rico on the label. It's your assurance of excellence.



RUMS OF PUERTO RICO
Aged for smoothness and taste

For free "Rums of Puerto Rico" recipes, write: Puerto Rican Rums, Dept. SM-6, 1290 Avenue of the Americas, N.Y., N.Y. 10104 ©1981 Government of Puerto Rico

Fanfare

Garvey is a sham, Fernando is a shame, Burns is a shoo-in, Bird rules his game.

"Will the Real Steve Garvey . . ."

As a lifetime Dodger fan, I can no longer repress my feelings about Steve Garvey (Interview, April). While his performance on the field is fantastic, his off-the-field exploits sicken me. Everything Garvey does is geared for a future in politics. His credible simulation of a sincere human being, coupled with his dependency on the Los Angeles media, may just take Mr. Garvey all the way to Washington.

Edward Reesha
Long Beach, California

Finally, a magazine has conducted an intelligent, tasteful and interesting interview with Steve Garvey. You have shown the man for what he truly is—a dignified, confident, talented individual. Steve Garvey is a model: his consistency, intelligence and ambition—both on and off the field—are qualities few people show. He is truly a world champion, and your article shows that.

Kathie Naideck
Metuchen, New Jersey

I read your interview with interest. I realize that reporters, like children, can be cruel at times. But I also realize that it will be the baseball fans and not the press who will lose out in the long run. The press will always find someone to go for a ride on their kite.

Ralph Langlois
Harrington, Delaware

As a teacher of young men in high school, I am glad to be able to point out Steve Garvey to my students as a man worth emulating, a public figure and an athlete who has principles and strives to live by them. As a priest, I am proud of this Catholic layman and friend; his life has preached to me an eloquent sermon on ideals, hard work and Christian living.

(Fr.) Timothy E. Deeter, O.S.A.
Chicago, Illinois

Baseball Preview Review

I see that you are one of the few left who still underestimate the Oakland A's ("Play Ball," April). Your prediction of third place for Billy Martin's club is too low. Both the infield and the bullpen have improved greatly over last year. The near-legendary outfield and the starting

rotation are the best squads in the majors. In your Fearless Predictions you choose Martin as a manager "most likely to be fired." You obviously don't listen to things that go on here in the Bay Area. Martin will be here for a long, long time.

I do join wholeheartedly in your appraisal of Chicago lefty Britt Burns. Wow! Definitely a future superstar. I also like your interleague play proposal. It would give baseball a much needed shot in the arm.

Mike Thurber
San Jose, California

How you could insult the sport of baseball by putting Fernando Valenzuela's mug on your April cover is beyond me. Any player who is only in his sophomore year of pro ball and is asking for a million dollars is a bad influence on America's national pastime.

John Young
Trenton, New Jersey

A Passing Fancy

I have just received my April issue of Sport and have been trying to figure out how Rick Leach threw Kirk Gibson his last touchdown pass ("Play Ball," April). Gibson played for Michigan State and Leach for Michigan—deadly rivals.

John Rockwood
Toledo, Ohio

Tiger teammates Gibson and Leach did play for those rival schools, but teamed up for the Hula Bowl in January, 1979.—Ed.

E-Sport

The 1982 Baseball Preview (April) contained a slight error in the Record Breakers section. It states that with 74 more hits, Pete Rose of Philadelphia will tie Henry Aaron for second place on the all-time hits list. This is true, but the record tying figure given was 2,771 hits. Last time I looked at my Hank Aaron baseball card, it stated a total of 3,771 hits.

Jim Marshall
Gloucester, Massachusetts

You're right. We cheated Aaron and Rose out of 1,000 hits each with a misplaced finger on the typewriter key.—Ed.

Queen of the Keyboard

It was such a delight to be included in your Sport Talk column ("The Battle for Chicago Gets Downright Nasty," March). I thought you might also like to

know that in 1976, [A's owner Charlie O.] Finley flew me to Oakland to play for their playoff. Also, in the past few years, the Kansas City Royals, Seattle Mariners and Texas Rangers have flown their organists to Comiskey Park to take notes. Your magazine is appreciated by so many sports enthusiasts.

Nancy Faust
Organist, Chicago Black Hawks, Bulls,
Sting, White Sox
Chicago, Illinois

Bird-watching

Your description of Larry Bird as being heart and soul is head on ("Can the Celtics Do It Again," April). Larry Bird is the class of the NBA. As a loyal Celtics' fan I have always felt that John Havlicek was the epitome of what a Celtic player should be: unselfish, determined and, most of all, a winner—even when he didn't win. Larry Bird is all these things. Larry Bird is the best in the game today. Thirty years from now we will all look back and see No. 33 hanging from those ancient rafters of the [Boston] Garden and remember a great Celtic and a great Celtic team.

Mark DeFelice
Bristol, Rhode Island

I strongly disagree with your article saying that Larry Bird is the best player in basketball. Marques Johnson is clearly the best. He has not been scoring as much as he did last year partly because of his holdout and the Bucks' balanced scoring. But when he is not scoring he's getting big rebounds, assists and steals. He is also penetrating and passing to the open man. With Lanier, Moncrief, Buckner and Mickey Johnson, and Winters coming off the bench, there's no stopping the Bucks.

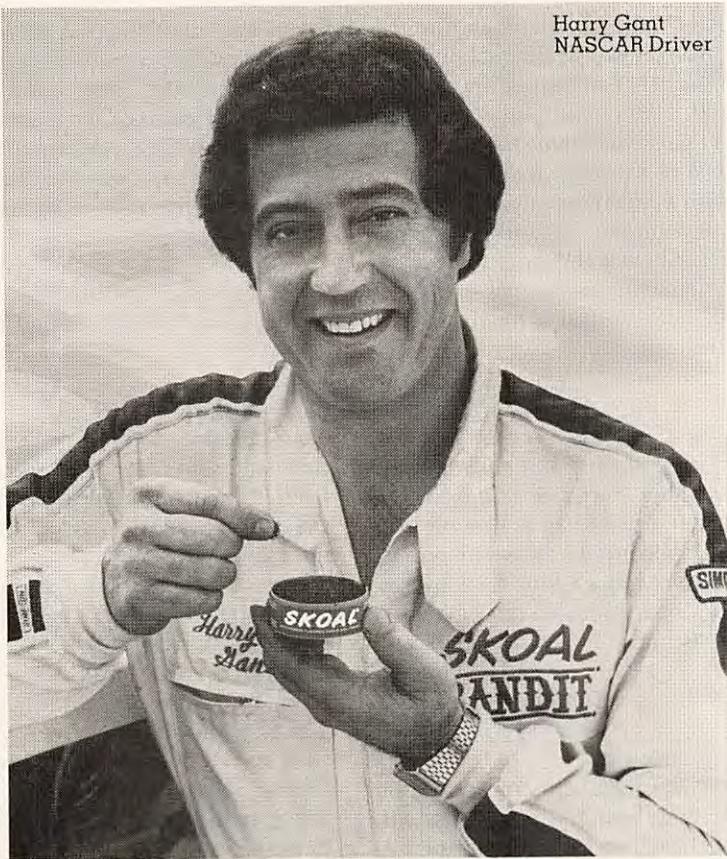
Christopher Fazi
Seymour, Wisconsin

The Great White North

The reporter from the *Philadelphia Inquirer* ("The Americanization of Hockey," March) cannot possibly compare American hockey players to Canadian hockey players. I, as a Canadian, would not compare Canadian football players to Americans because of the superiority of American football programs, establishment and history. Canadian hockey doesn't compete with base-

Free pinch stop.

Harry Gant
NASCAR Driver



You don't need a pit stop to have a pinch stop. All you have to do is fill out the coupon, send it in, and we'll send you a can of Happy Days moist smokeless tobacco, along with a moist smokeless tobacco question and answer booklet. Absolutely free.

A pinch of Happy Days between your cheek and gum is all it takes to give you real tobacco pleasure without lighting up.

Try it. It'll get you on the right track.



FOR YOUR FREE CAN OF HAPPY DAYS
FILL OUT AND SEND TO:

"Smokeless Tobacco"
P.O. Box 2900, Greenwich, CT 06830.

I certify that I am _____ years of age.*

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone No. _____

SP202

A pinch is all it takes!®

* OFFER NOT AVAILABLE TO MINORS. Limited to one sampling per family. Offer good only in USA and Canada.
© 1982 U.S. Tobacco Company

ball and football as American hockey does. Also, consistent Canadian winters breed backyard ice rinks and exceptional skills. Gary Ronberg's assessment that "we've become a breeding ground for hockey" is totally absurd. When the history of American hockey can boast Richards, Bobby Hulls, Gordie Howes and Wayne Gretzkys, then it will be comparable to Canadian hockey. But don't draw comparisons with such notables as Bobby Carpenter and Steve Christoff. I dare not compare an Edmonton Eskimos fullback to a Jim Brown, Pete Johnson or a Larry Csonka. The Americans may be coming, but the great hockey players are still Canadians and will remain so as long as hockey is played on this continent. With respect to our great neighbors to the south, may I continue to enjoy American NFL broadcasts and may you enjoy the Canadian NHL broadcasts.

Tom Easy
Edmonton
Alberta, Canada

Assist: Shakespeare

I am an avid basketball fan, and I thoroughly enjoyed Paul Westhead's "How to Win the NBA Championship" (May). However, I would like to suggest an editorial change to the Shakespearean quote Westhead used for the epilogue. Instead of "Play out the play," "The play's the thing" from Hamlet would have been much more appropriate in relation to the NBA playoffs.

Robby Cohen
Baltimore, Maryland

Free Speech

I am writing in reference to a statement made by World B. Free concerning his reasons for changing his name from Lloyd Free (Interview, March). He stated, "Yes, my name is from the streets, it's not from no Muslim religion or nothing crazy like that." As a Muslim I resent such a statement, although I acknowledge his right to his opinion. However, if everyone went around publicizing opinions as inconsiderate and insensitive as his, how does he ever expect the *World B. Free*?

Hameen Z. Nuriddin
Philadelphia, Pennsylvania

Sport welcomes letters from readers. They should be mailed with name and address to: *Sport Magazine*, 119 West Fortieth Street, New York, New York 10018. We reserve the right to edit for length and clarity.

See you later, alligator.



THE FOX.

The same fit,
comfort,
quality, looks and
easy-care fabric as
the well-known knit.
At about \$5 less.



Only \$18
Only at JCPenney.

A good looking, great fitting shirt
that won't cost the shirt off your
back. 65% Dacron® polyester for easy
care, 35% combed cotton for comfort.
Frost yellow, Augusta green, white,
navy, frost blue, beige and other
fashion colors. Sizes S, M, L, XL, XXL.
Available at large JCPenney stores
and through the JCPenney Catalog.

DUPONT
Dacron

This is JCPenney





THE SPARKOMATIC SOUND. WAY T'GO AMERICA.

Up, up and away! The sky's no limit. It's an altogether different world up there in the air.

Down to earth—the Sparkomatic Sound makes a world of difference.

Because Sparkomatic's high fidelity standards are the highest—"best buy" in car stereo according to the most respected source in consumer reporting. Even some twice-the-price equipment only rated second best.

Being outstanding is an obsession with Sparkomatic.

Equipment like our SR 306 high power digital cassette AM/FM stereo has all it takes to win. Specs that deliver a full 40 watts without ever losing its poise. Specs providing frequency response that keeps the fidelity passages absolutely faithful. That diminish distortion to less than 1% (RMS) THD. And features turn the most functional into the most fun.

With SK 6922T three way deck mount stereo speakers, sensational even understates the reproduction quality.

At 40 watts of power or effortlessly handling 80 watt peaks, they'll surround you with sound. Highs, lows and every perceptible tone in between will live again as they did originally.

So with the Sparkomatic Sound, you may never want to leave earth.

But if you do at least you know when you get back, Sparkomatic is The Way T'Go.

Your nearest Sparkomatic dealer will be happy to describe and demonstrate the #1 car stereo equipment in America today.

SPARKOMATIC®

For the Travelin' Man & Woman™



For our free catalog on Car High Fidelity write: "For The Travelin' Man," Dept. SP, Sparkomatic Corporation, Milford, PA 18337.

SPORT Quiz

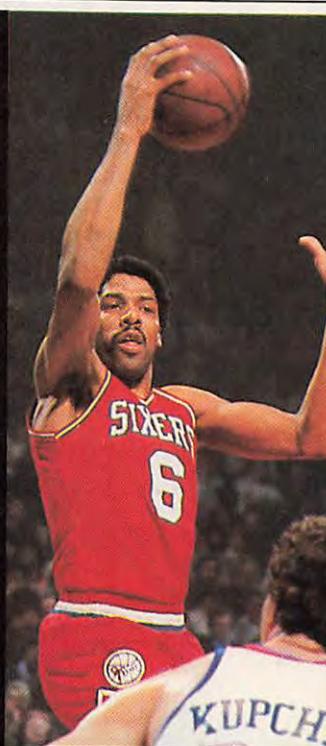
Which team has had the most consecutive losses in championship series games (9)?



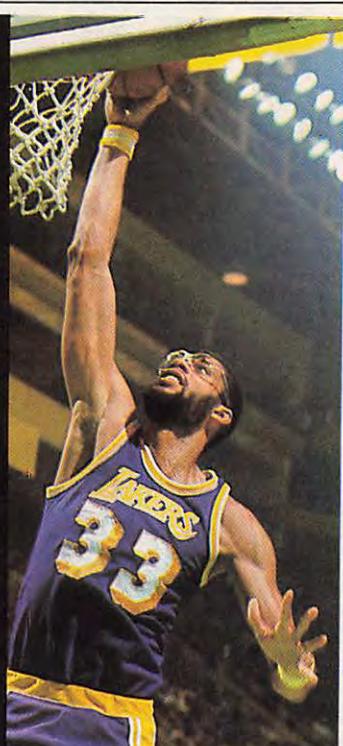
a. Bullets



b. Bucks



c. 76ers



d. Lakers

2. Which player holds the record for the most strikeouts by a lefthanded hitter in a season (171)?

- a. Willie Stargell
- b. Reggie Jackson
- c. Roger Maris
- d. Babe Ruth

3. Which hitter is among the top 10 in career batting average in the National League?

- a. George Foster
- b. Gene Richards
- c. Reggie Smith
- d. Lee Lacy

4. Match these minor league cities with their major league affiliates.

a. Quad Cities	1. Angels
b. Buffalo	2. Red Sox
c. Bristol	3. Cubs
d. Holyoke	4. Pirates

5. Which skipper never managed the Cincinnati Reds?

- a. Mayo Smith
- b. Birdie Tebbetts
- c. Al Lopez
- d. Bill McKechnie

6. Who led the National League in game-winning RBIs in 1981 (14)?

- a. George Foster
- b. Jose Cruz
- c. Bill Buckner
- d. Dave Concepcion

7. What club led the American League in stolen bases in 1981 (119)?

8. In 1981 an American League player set a record for the most times caught stealing in a career (192). Name him.

9. Which was the first U.S.-based team to win the Stanley Cup?

- a. Chicago Black Hawks
- b. Boston Bruins
- c. New York Rangers
- d. Detroit Red Wings

10. Which tennis player has won the French Open singles championship?

- a. Ivan Lendl
- b. Jimmy Connors
- c. John McEnroe
- d. Ilie Nastase

11. The first double victory since Jesse Owens' in 1936 was achieved at last year's NCAA outdoor track and field championships. Name the winner and his two events.

12. Which player has never won a batting championship?

- a. Ralph Garr
- b. Billy Williams
- c. Lou Brock
- d. Rico Carty

13. Which two NBA players have scored 30 or more points in each game of a championship series?

14. Who holds the NHL career record for the most goals in the Stanley Cup playoffs (82)?

Come up with the correct answer to the Stumper—and mail it in. In case of a tie, a drawing will determine the three winners. The answer to the Stumper will appear next month; all other answers can be found on page 72. Send postcards to Sport Quiz, 119 West 40th Street, New York, N.Y. 10018, by June 11.

The Stumper

Answer this question correctly and win a Sport T-shirt.

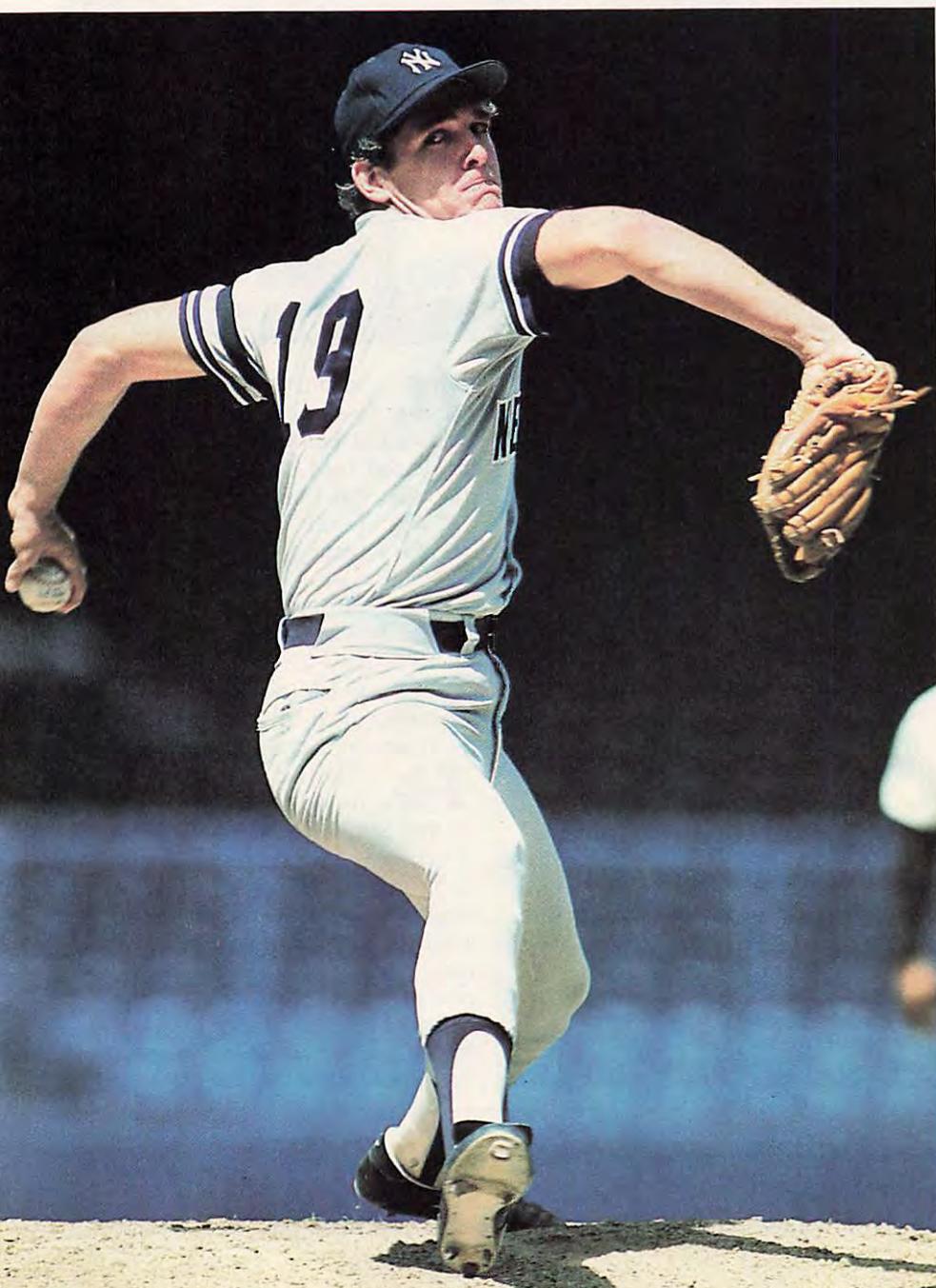
Only two major leaguers have ever played all nine positions in one baseball game. Name those players.

RATING THE PITCHERS

THE GREAT AR

Move over, Fernando. Baseball suddenly has a host of fine young pitchers—the best in years. But who will be the best in three years?

by Peter Gammons



Two-point-four-eight earned runs per game. Seven strikeouts. Seven hits allowed. Twenty-five games started, 11 completed—an average of nearly eight innings pitched per game. One-hundred ninety-two total innings. Eight shutouts. Thirteen victories. Three postseason victories in four decisions, including one in the World Series.

Connect the numbers and you draw the round profile of Fernando Valen-

zuela in 1981. He won the Cy Young Award and the Rookie of the Year Award in the National League. He is 21 years old. And he is probably *not* the best young pitcher in baseball.

We are in an era rich in young pitchers, perhaps the finest class of young talent since the late Sixties, when Tom Seaver, Steve Carlton, Jim Palmer, Don Sutton, Nolan Ryan and Catfish Hunter were the young arms. That was an unusual generation; except for Hunter, who retired in 1979, those stars of a dozen years ago continue to be among the best pitchers in baseball—in fact Seaver, Carlton and Ryan were Valenzuela's principal competition for last season's Cy Young Award.

They are not Valenzuela's long-term competition, however. In the race to see who will be baseball's *next* best pitcher, the competition will come from Dave Righetti of the Yankees (23 years old), Britt Burns of the White Sox (23), Bill Gullickson of Montreal (23), Jack Morris (27) and Dan Petry (23) of Detroit, Dave Stieb of Toronto (24), Dennis Martinez of Baltimore (27), Bruce Berenyi (27) and Mario Soto (25) of Cincinnati, Bob Ojeda of Boston (24) and Mike Witt of California (21). For starters. In fact, there are so many potential aces in this group that barstool debates in team hotels around the league this season are often begun with the question "If you could have any young pitcher in baseball, would you take Fernando?"

Which young pitchers, if any, are the Carltons, Seavers and Palmers of this young generation? Is there anyone on the horizon who could accomplish what those three certain Hall of Famers have? Those accomplishments include career ERAs of 3.00 or under and career winning percentages over .600—Seaver is tops among active pitchers with 150 or more decisions at .644 (259-143), followed by Palmer at .639 (248-140) and Carlton at .602 (262-173) going into this season. Baseball generations turn about every five or six years, but no new generation of great pitchers arose in the mid-Seventies to challenge the hold of those

Hot prospect: Righetti brings heat and strikes.

MS RACE IS ON

older guys on baseball. Vida Blue somehow got sidetracked; James Rodney Richard suffered a stroke; Frank Tanana hurt his arm; Bert Blyleven never really won consistently; Ron Guidry got started too late. Staying effective, healthy and on top is a hard thing to do. Except for Dennis Leonard of Kansas City, who owns 120 victories and a .588 winning percentage, none from that group did.

That is why it's premature to name Valenzuela anything more than a hot rookie. There is no doubt about his brilliant performance in the short time he has been in the major leagues. But he also began the 1982 season one victory behind Willard (Grasshopper) Mains on the all-time victory list. And baseball people raise doubts about his ability to stand up to the tests of time: he has an unusual pitch—his screwball—that batters might adjust to in time; that pitch puts a heavy strain on his arm; his weight shows some resistance to conditioning; and his spring training holdout demonstrated his vulnerability to direction from outside the game. Says one general manager, "With that body, that pitch and a 5-7 record last season after May 14—you have to wonder about him in terms of a long career."

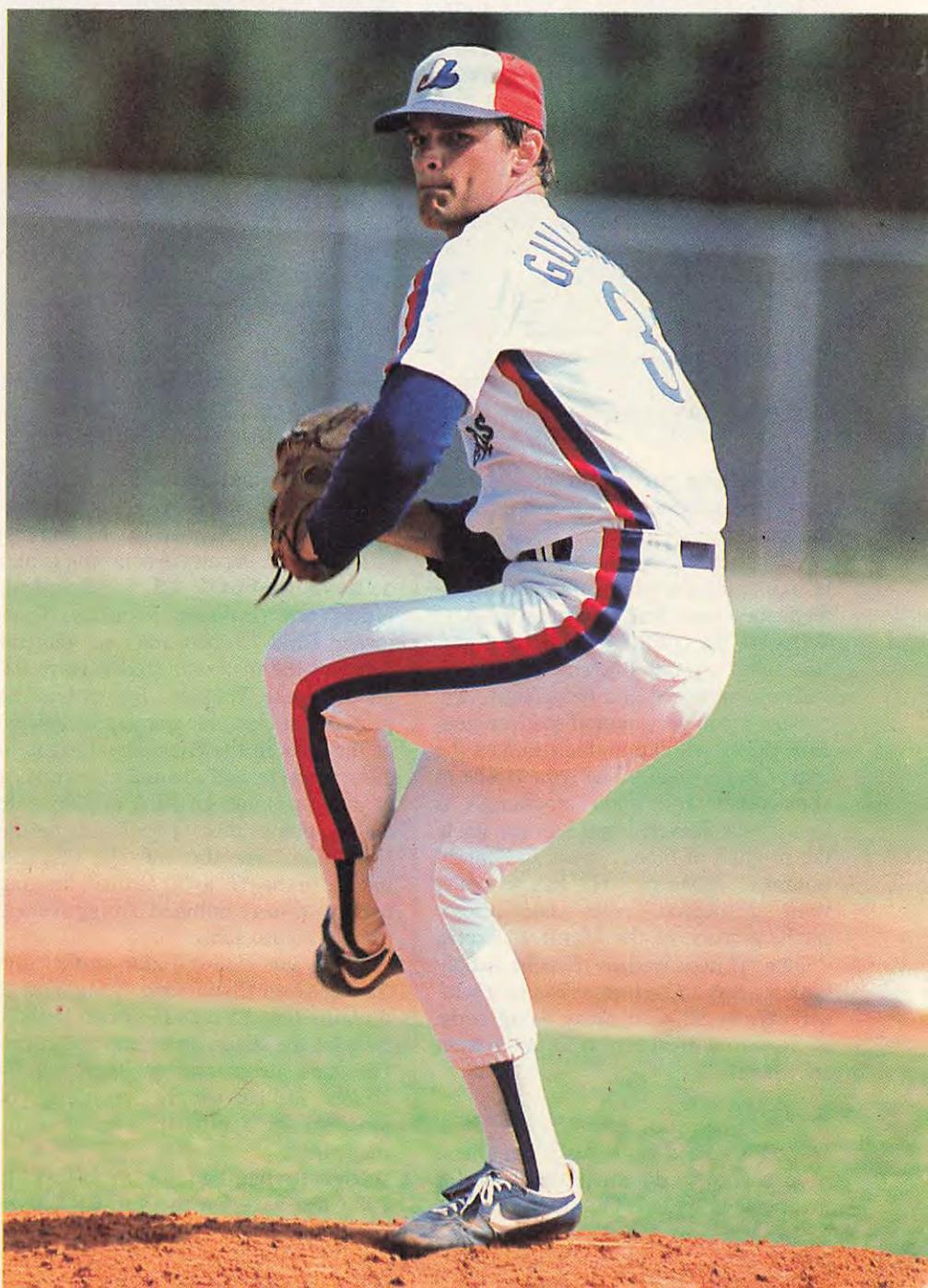
Growing Your Own

You have to wonder about any young pitcher these days, in terms of a long career. But there are so many, so young, with so much talent that it seems a good bet that some will emerge as "franchises" in the mold of Seaver and Carlton. Why are there so many around? One theory is that the talent level in general in baseball is rising. The Great Athlete Theory. Because of the huge salaries available in baseball, many of the best high school and college athletes today are concentrating on baseball, says the theory, rather than on football or basketball. A related theory is that with the big money proven pitchers earn today, teams are trying to grow their own rather than trade for them or sign free agents. In the past everybody was look-

ing for the great everyday player; today they're looking for great pitchers, and when they find them they're accelerating their development. Still another theory is that pitchers are getting better coaching earlier, and are arriving in pro ball with more polish. They tend not to rely so much on the fastball, raw power, as young pitchers have in the past.

Most of the notable veterans today—including Ferguson Jenkins, Gaylord

Perry, Jim Kaat, as well as Seaver, Carlton, Palmer, Ryan and Sutton—had good-to-outstanding fastballs when they started. There are fewer in that category among this new group. To some, like Whitey Herzog, the manager of the St. Louis Cardinals, that is a matter of concern. "It must be that kids just aren't playing catch all the time anymore," he says, "because you just don't see the good hard throwers anymore. A strong



Cool customer: Gullickson prefers control and no mistakes.

Burnouts: A Lost Generation of Arms That Died Young

Virtually all of the pitching phenoms of the mid-Seventies flared up and burned out early. They are a lesson in the difficulty of pitching very well for very long in the major leagues. Here is what happened to some of the best arms of baseball's last pitching generation.

Steve Busby pitched two no-hitters for the Kansas City Royals before he was 25, in his first two seasons in the majors. He was named the American League Rookie Pitcher of the Year (16-15) in 1973, and went on to win 22 and 18 in his next two seasons. But that was it. He spent most of 1976 on the disabled list with a torn rotator cuff and most of the rest of his career in the minors. He was released in 1980 and is now a commentator for WDAF-TV in Kansas City.

Don Gullett, just 20 years old, led the National League in winning percentage (16-6 with a 2.62 ERA) in 1971, his second season in the majors. He went on to have only one losing season in seven years with the Reds, and started in eight World Series games. After signing as a free agent with the Yankees, Gullett went on the disabled list for a month in 1977 and most of '78. He underwent surgery to repair a torn rotator cuff in '79



The Bird feathering his nest before he fell from the tree.

and never returned. Today he resides on his farm in Maloneton, Kentucky.

Randy Jones won 20 games for the San Diego Padres and led the league in ERA

(2.24) in his third season, at age 25, in 1975. The next season he pitched 315 innings, won 22 games and earned the Cy Young Award. He underwent surgery to repair nerve damage in his pitching arm after that season, and has not had a winning season since. He was 1-8 with a 4.88 ERA for the Mets last year. He is still with the Mets.

Mark Fidrych was 19-9 in his rookie season with the Detroit Tigers, led the league in ERA (2.34), was AL Rookie of the Year and runner-up to Jim Palmer for the Cy Young Award. He was 21. But tendinitis in his right arm forced him onto the disabled list and into the minor leagues. Prior to this season he joined the Boston Red Sox's rookie league team in Florida.

Rawly Eastwick tied for the National League lead in saves (22) and won two World Series games in his first full season with the Reds in 1975. The next season, at 25, he appeared in 71 games, led the league with 26 saves, had a 2.08 ERA and was named Fireman of the Year. But he saved only 18 games for five teams over the next five years. He was cut by the Chicago Cubs prior to this season and was not picked up by another club.

arm is nothing but an arm that's done a lot of throwing to build itself up, and kids aren't doing it."

What are some of the factors to consider in judging the talent and potential effectiveness over time of a young pitcher? What are the criteria by which to measure today's young pitchers?

Live arm: speed and movement. **Mechanics:** a compact motion that can generate power without undue strain on the arm. **Conditioning:** "The cornerstone of consistency and good mechanics is legs," says Seaver, "and legs are solely the product of blood, sweat and conditioning." **Makeup:** "He has to really want to succeed," says Galen Cisco, pitching coach of the Montreal Expos. "Then, is he a learner? Can he handle both success and adversity? Is he a winner? We've all seen many a kid come along with a great arm who never went anywhere."

If Not Fernando, Who?

Who is a good bet to last? Who has a good chance to dominate the game for the next 10 years? Out of the entire

group of young pitchers around today, these, in order, are the five most promising, based on the above criteria and discussions with experts around the game.

1. Dave Righetti, 23, lefthanded, New York Yankees. Someday, Texas owner Brad Corbett may be remembered as the man who traded Dave Righetti to the Yankees. Righetti is the prize of this class. He was named Rookie of the Year in the American League in 1981, when he had a winning percentage of .667 (8-4) and an ERA of 2.06. (He fell 1 1/2 innings short of qualifying for the ERA title.) He also was the toughest pitcher in the AL to hit against, limiting opponents to a combined batting average of .196 against him.

"He's got Hall-of-Fame stuff," says Yankee scout Clyde King. "And now to go with that 95-mile-per-hour fastball, he's got the slider, changeup and curveball—and he can throw them all for strikes. He has simply everything you look for in a pitcher: arm, motion, makeup."

Righetti has had his problems. In 1980, he was 6-10 with a 4.63 ERA at the

Yankees' Triple-A farm team in Columbus. George Steinbrenner was so disappointed that he tried to deal Righetti to the Cubs. Columbus coach Sammy Ellis worked on Righetti's mechanics, eliminating the extra motion. From there, his competitive makeup took over.

He doesn't make many mistakes, averaging 2.5 walks a game last year and giving up only one home run. If Righetti can hold his temper and stay healthy, someday George Steinbrenner will be remembered as the man who didn't trade Dave Righetti.

2. Bill Gullickson, 23, righthanded, Montreal Expos. He was the *Sporting News*' Rookie of the Year (voted by players) in 1980 and has a cumulative 2.89 ERA for his first two full major league seasons. In '80 he proved he had the stuff, compiling a .667 winning percentage (10-5) and becoming the first rookie to strike out 18 batters in one game. In '81 he proved he had the grit, by continuing to pitch effectively (finishing with a 2.81 ERA) despite receiving little offensive support and compiling a losing record (7-9). He allowed over

SEAGRAM'S GIN AND SCHWEPPES MAKE YOUR GIN & TONIC LETTER PERFECT.

The smooth and refreshing taste of Seagram's Gin makes the best drinks possible.
Seagram's Gin and Schweppes tonic, a perfectly refreshing combination.
Enjoy our quality in moderation.



three runs in only four of his 25 starts. Gullickson's arm doesn't rate with Righetti's, but he has excellent control. He has averaged fewer than two walks per nine innings in his career, and last year had the best strikeouts-per-walk average in the National League, 3.38. He also has a firm grasp of mechanics. "When I'm not pitching right," he says, "I can stop and figure out why, then make the proper adjustment."

"And," says Galen Cisco, "you can't find a better makeup on a young pitcher anywhere." He proved that last year.

3. Britt Burns, 23, lefthanded, Chicago White Sox. Burns led the Sox staff in virtually every category for the second year in his two-year career. He finished '81 with the second-highest strikeout total in the American League

(97). He had a .667 winning percentage (14-7) and a 3.05 ERA.

Morris' fastball has been timed at 94 mph; he has one of the hardest sliders in the game (also timed over 90 mph) and a superb straight change. Morris has exceptional athletic ability and a very loose, over-the-top motion. However, although he throws all three of his pitches for outs, he probably relies too much on the hard slider, which places unusual stress on the arm.

5. Dave Stieb, 24, righthanded, Toronto Blue Jays. Everybody has tried to get Dave Stieb away from the Blue Jays. One reason is that, despite a losing 31-33 record in 2½ major league seasons, he has won more games than any other American League pitcher under 26. He has been on the All-Star

guable, especially with the wealth of talent around and just entering the league now. Close behind those top five are other names who have a legitimate chance to emerge as No. 1.

• **Dennis Martinez** opened the season this year for Baltimore after tying for the major league lead in victories last season, 14. He can throw four basic pitches consistently, and he is a workhorse. "Over the next decade," says Oriole pitching coach Ray Miller, "he could well lead the majors in victories."

• **Bruce Berenyi** pitched a one-hitter and two two-hitters last season. He throws hard, but has been prone to wildness and is not yet consistent. "He has the best stuff of any pitcher I've ever caught," says Johnny Bench.

• **Mario Soto** has a good fastball and an excellent changeup. He is 28-25 in his two-and-a-fraction seasons in the league, but has been a streak pitcher and led the league in homers allowed in '81. He has a supple arm and a fluid motion, but there is some question about his aggressiveness.

• **Bob Ojeda** was 6-2 last year, his rookie season. He has an only average fastball, but is very competitive and intense. His fastball is helped by a herky-jerky motion that also disguises a great changeup, but Ojeda has to show that he can weather Fenway Park.

• **Dan Petry** has had two 10-9 seasons in his two full years in the league with Detroit. He has a good arm and is aggressive, but is not yet as polished as teammate Morris.

When the 1981 season started, Righetti was in Columbus, Ojeda in Pawtucket, Dennis Martinez in the bullpen, Berenyi in long relief and Valenzuela was a two-game winner. By this time next year we may have a new group in this discussion, like Seattle's three brilliant righthanders, 19-year-old Edwin Nunez, 21-year-old Mike Moore and 21-year-old Gene Nelson (from the Yankees), or California's Mike Witt, Toronto's Mark Eichhorn or Atlanta's Steve Bedrosian. Or perhaps the Mets' Tim Leary will have come back from his arm woes.

"We're talking about a fragile occupation, aren't we?" says Righetti, shrugging. "As far as I'm concerned, I'm an eight-game winner. There's a lot of blood, sweat and tears between my eight wins and what Seaver, Palmer and Carlton have done."

The Fabulous Five: Who's Best?

The best pitcher in baseball in three years is likely to come from this group. This is how they rank among each other today, as rated in four basic criteria. Each pitcher is judged on a scale of 1 to 5 (best) in each category, based on the assessments of scouts and coaches around the major leagues.

	Arm	Mechanics	Conditioning	Makeup	Total
Righetti	5	4	4	4	17
Gullickson	3	4	4	5	16
Burns	4	3	3	4	14
Morris	3	3	3	4	13
Stieb	3	4	3	3	13

(108) and the fifth-best ERA (2.64).

Burns has an outstanding moving fastball and curveball; in fact he has two different curveballs and a changeup he can get outs with when his fastball isn't working. He is big—6 feet 5, 220—and that has led to some concern for him physically. He has a pin in his hip and that affects his stride. Since he is big to begin with, that extra strain could cause his back to plague him as he gets older. He also has a tendency to tire, completing only five of his 23 starts last year.

But Burns is among the most consistent pitchers in the league. He rarely has a bad game.

4. Jack Morris, 27, righthanded, Detroit Tigers. Now entering his fifth major league season, Morris is older than the others in this group, but he got off to a slow start in the majors in 1978. Last season he tied for the American League lead in victories (14), was second in innings pitched (198), third in complete games (15) and seventh in strikeouts

Team twice in his three seasons. Last year he put together his first winning season (11-10) and recorded his lowest ERA (3.18). Alas, the Blue Jays scored an average of fewer than three runs in every game he pitched.

Stieb does not overpower batters. He keeps the ball low and gets a lot of ground balls; he would be more effective with a better defense behind him. He is aggressive on the mound and has an excellent hard sinker and a hard slider that he keeps low. However, there is wide concern among scouts that Stieb might not develop into the pitcher he could be if he remains with Toronto. He tends to overpitch, conscious of having to carry the team by himself. "Put him on a good team," George Steinbrenner drools, "and he's one of the outstanding righthanders in the game."

The Best, Part II

Those five pitchers seem to be the most promising, but any such list is ar-

Peter Gammons burned out as a sinkerball pitcher in Little League. Now he writes about the Red Sox for the Boston Globe.

RATING THE PITCHERS

ACES, JOKERS A

The best, the worst, the fastest, the slowest, the meanest, the wildest and the weirdest of baseball's pitchers—as chosen by experts and aficionados around the league.

Argue if you want to.

The King and His Court: Baseball's Best Pitcher

1. Steve Carlton, Phillies: Averaged over eight strikeouts a game last season. At 37. The consummate combination of power and finesse.

2. Ron Guidry, Yankees: Maybe the hardest-throwing lefty in baseball. For seven innings his combination of fastball and slider is unwholesome.

3. Nolan Ryan, Astros: He is much smarter now than he was at 27, but hasn't lost much physically. His fastball and curve can still be unhittable.

4. Tom Seaver, Reds: Future pitching textbooks will be based on his career. He is his own best pitching coach. And he wins (.875 winning percentage last season was best in 22 years in the NL).

5. Dennis Leonard, Royals: Always seems to throw eight effective innings. Durable, consistent and underrated.

The Cavalry: Baseball's Best Relief Pitchers

1. Goose Gossage, Yankees: Powerful, consistent and poised.

2. Rollie Fingers, Brewers: Maybe the best control in baseball. Guts and finesse.

3. Bruce Sutter, Cardinals: Can be unhittable, but never had a great September.

4. Doug Corbett, Twins: In the ratings of Type A and Type B players that followed from last year's collective bargaining agreement, Corbett was ranked behind Steve Carlton and Cecil Cooper as the best player in baseball.

Eckersley: Give him two strikes and he'll tell you about it.

Pitcher Under the Most Pressure: Vida Blue, Royals; the Royals' season could hang in the balance.

Most Underpaid: Tom Seaver, Reds; Seaver (259-143) makes \$325,000. Teammate Tom Hume (39-37) makes \$595,000.

Most Unpredictable: Juan Tyrone Eichelberger, Padres; great arm, but you never know what he'll do, or how.

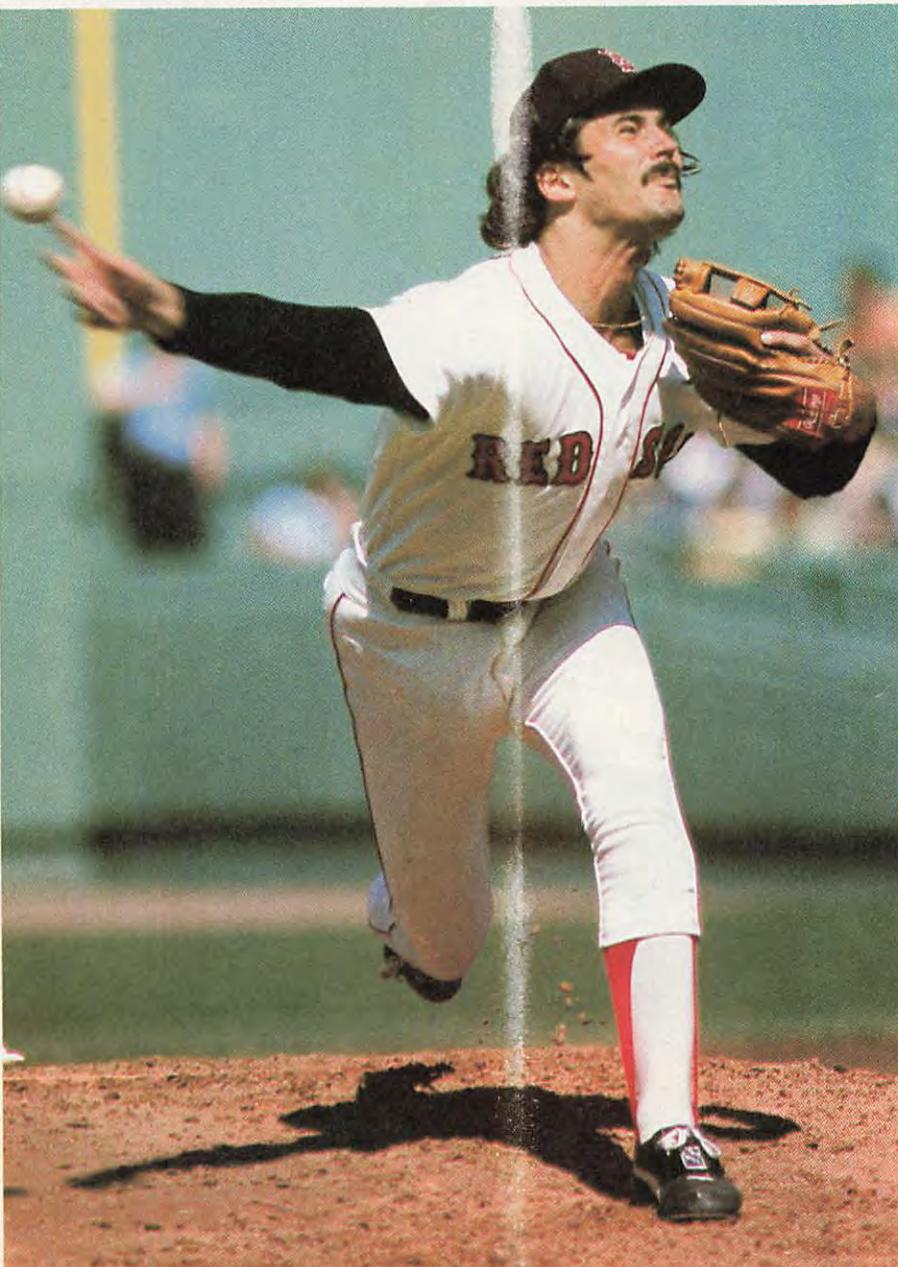
The Weirdest Motion: Tom Brennan, Indians; nicknamed "The Gray Flamingo," Brennan has a no-wind-up motion. Midway through his delivery, he stops, standing on his right leg (like a flamingo), and then kicks forward with a herky-jerky sidearm delivery.

Worst Dressed: Pete Vuckovich, Brewers; he has to wear the Brewer uniform, his shirttail is always hanging out, he wears two different shoes—an Adidas on one foot and a Nike on the other—and on top of everything he has to wear "Vuckovich" on his back.

Most Overrated Starter: Bert Blyleven, Indians; lifetime ERA under 3.00 (12 seasons) but only slightly over .500; don't give him a chance to lose.

Most Overrated Reliever: Kent Tekulve, Pirates; novelty of submarine style has worn off.

Most Outlandishly Competitive: Dennis Eckersley, Red Sox; when he's



PHOTOGRAPH BY JOHN McDONOUGH

ND WILD CARDS

hot and gets two strikes on a batter, he's been known to yell at the man on deck, "You're next!"

Best Power Pitcher Against Power Hitters: Gossage

Best Finesse Pitcher Against Power Hitters: Fingers

Best Finesse Pitcher Against Finesse Hitters: Scott McGregor, Orioles

Pitcher Most Likely to Burn Out:

Mike Norris, A's; pitches too many innings; skinny (6-2, 170); throws hard screwball that'll unwind an arm.

Pitcher Best Suited to His Ballpark:

Bob Knepper, Astros; 8-1, 1.28 ERA at

the Astrodome last year; 1-4, 4.50 on the road.

Most Versatile Pitcher: Sammy Stewart, Orioles; he starts, pitches in long relief and pitches in short relief.

Fastest Worker: Jim Kaat, Cardinals

Up and Coming Fast Worker: Dave Stieb, Blue Jays

Slowest Worker: Britt Burns, White Sox; great fastball, when he finally gets around to it.

Best Hitting Pitcher: Fernando Valenzuela—a lefthanded Manny Mota; can roll out of bed on New Year's Day and slap a base hit.

Best Pitching Coach: George Bamber-

ger, Mets; a manager now but still No. 1 at bringing out the best in pitchers, economically. Bill Fischer, Reds; a master of mechanics and control.

Pitchers Who Help Themselves the Most With Their Own Fielding: Ron Guidry and Mike Norris

Best Knuckleball Pitcher: Charlie Hough, Rangers; only one in the American League, so hitters almost never see a knuckler.

Hardest Thrower Not Named Gossage: Bruce Berenyi, Reds

Best Spitter: Gaylord Perry (still)

Best Up and Coming Spitter: Dave Schmidt, Rangers

Meanest Pitcher: Kevin Saucier, Tigers; and Dickie Noles, Cubs—tie, they'll both throw at anybody.

Best Pitcher Under Pressure: Burt Hooten, Dodgers; 4-1 with an ERA under 1.00 in the playoffs and World Series in '81.

The Arms Race II: The Best Young Relievers

Alejandro Pena and Tom Niedenfuer, Dodgers: Inexperienced but going to be great; strikeouts, control and aggressiveness.

Neil Allen, Mets: Poised, durable and just getting started; 40 saves and 14 victories in past two seasons.

Dave Smith, Astros: Late getting started in majors; great stuff and a split-fingered fastball that acts like a slider.

Danny Darwin, Rangers: Converted starter; has a hard, sidearm fastball and is as tough on righthanded hitters as anyone.

Mark Clear, Red Sox: Has two outstanding pitches: a fastball and a weird slider-curve (known as a "Cleaver").

Pick Your Poison: The Four Best Pitches

Fastball: Goose Gossage, Yankees. It ain't the heat, it's the motion.

Curveball: Nolan Ryan, Astros. No kidding, so that's why . . .

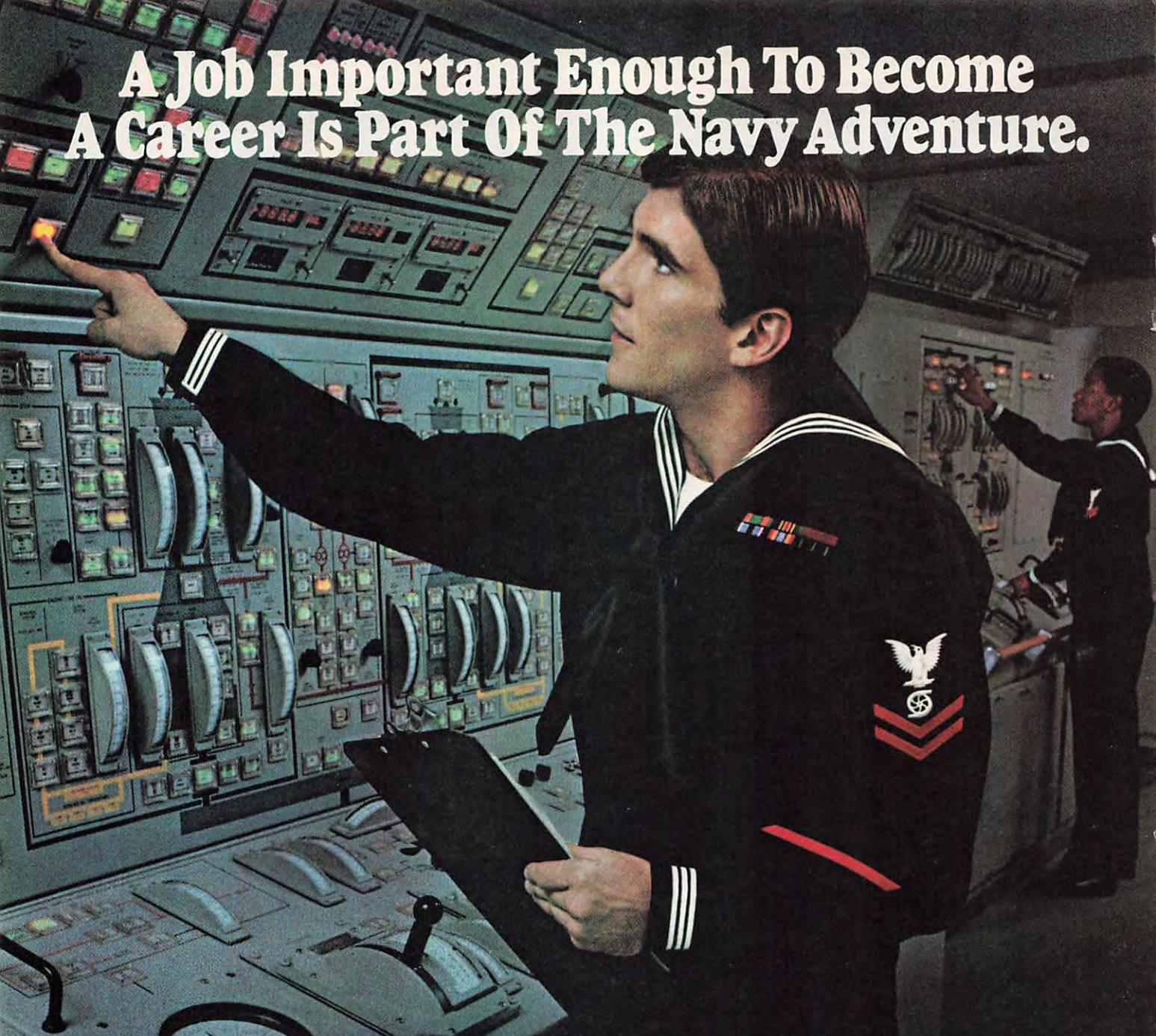
Slider: Steve Carlton, Phillies. Weird, sly and very effective.

Sinker: Doug Corbett, Twins. Lower than a snake's belly.

Dick Tidrow hides his intentions behind the game's highest kick.



A Job Important Enough To Become A Career Is Part Of The Navy Adventure.



Most guys go through job after job before they finally land one they can build into a career. In today's high-tech Navy, you can start with a job important enough to become a career.

Learning a valuable career skill is an important part of your Navy Adventure. And it starts when you choose the kind of job or technical training that's right for you. The Navy offers training in fields like electronics, computers, aviation mechanics—over 60

career areas in all.

Then the Navy gives you the training and experience you need to master the career skill you chose. In the Navy you use the most up-to-date equipment and methods in your field. In-school training and on-the-job experience can give you a level of technical skill and professionalism second to none.

Becoming the best at the job you want to do is important to your future, and important to the Navy. Because today's

Navy depends on modern equipment and the men and women who operate and maintain it.

And the modern Navy pays you like the skilled professional you are. You'll earn over \$550 a month, right away, with special pay for sea duty, and other benefits like food and housing, medical and dental care. That's good starting pay for any job, and in the Navy that job can be the start of a career.

Navy. It's Not Just A Job, It's An Adventure.

THE SMARTEST PITCHER IN BASEBALL

MIND OVER BATTER

He throws an average fastball, an average curve. But look at his earned run average.

by Pat Jordan

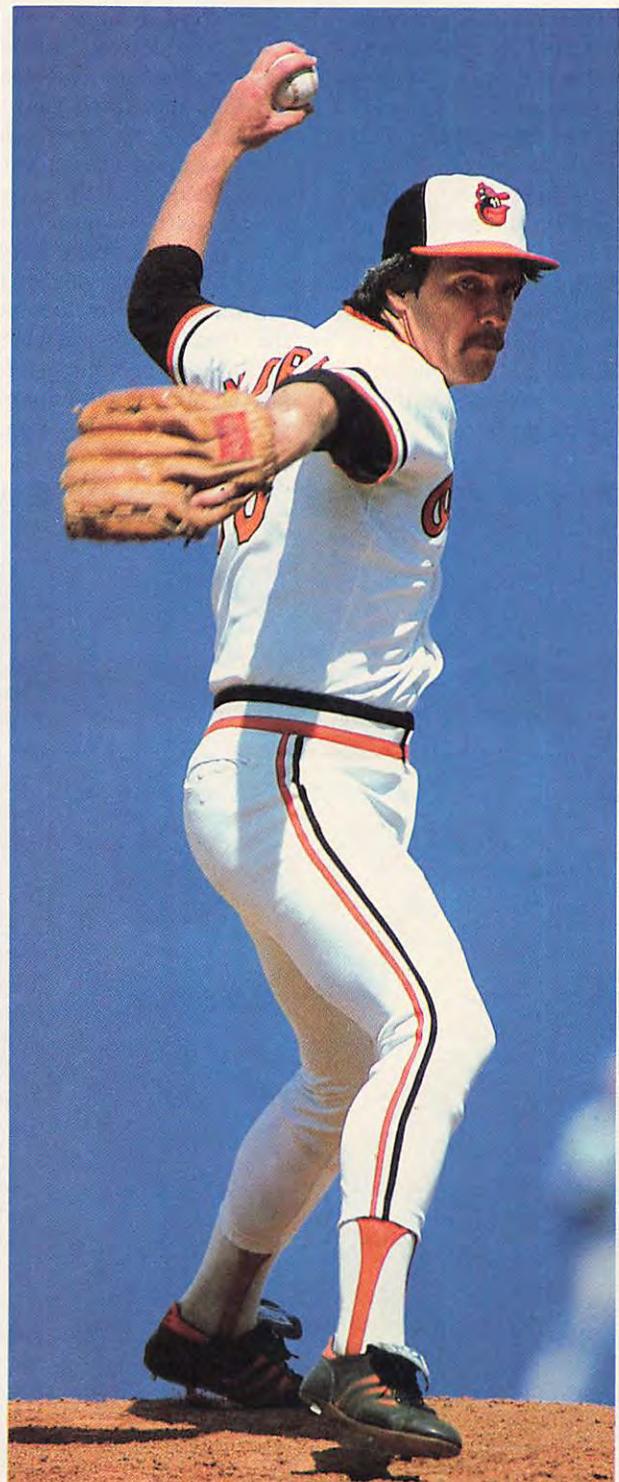
Last September 25, the smartest pitcher in baseball beat the New York Yankees 1-0—striking out 11 batters and walking none—in what many writers and players, particularly Yankees, called one of the most masterful performances they had ever seen. A week later the same starter beat the Yankees and Tommy John again, 3-0, for his fifth career shutout of the Bombers in 10 lifetime decisions.

The author of those masterpieces also has these works to his credit: in the past three seasons, he has won 46 games and lost 19 (13-6, 20-8 and 13-5 last year) for a .708 winning percentage that is the best among all American League pitchers during that span. This 28-year-old lefthander has pitched 13 shutouts in the past four years, third in the AL behind Ron Guidry's and Dennis Leonard's 14.

He is consistently among the leaders in fewest walks surrendered, and in 1979 issued only 1.18 per nine innings to lead the league, once going 46 innings without walking a batter. He often throws less than 100 pitches a game and in 1980 he pitched a complete game against the Toronto Blue Jays using an unheard-of 79 pitches. He is Scott McGregor, probably the smartest, and certainly the most underrated, pitcher in baseball.

Somehow, McGregor's talents and accomplishments have gone unremarked outside of baseball circles; he was named to the AL all-star team for only the first time in 1981. Nor is Scott McGregor one of the names that springs to mind when pitching and pitchers are debated, when baseball cards are traded, and where endorsements are seen and conceived.

Blame (or credit) is due in part to McGregor himself. As Oriole manager



McGregor learned to throw a changeup that hitters have learned to hate.

Earl Weaver put it, "Scotty's never going to say anything to make headlines." McGregor the pitcher has also been overshadowed by the rest of the Oriole pitching staff, including Jim Palmer, Steve Stone and Mike Flanagan, all of whom have won the Cy Young Award since McGregor joined the club in 1976.

But the greatest reason for his obscurity is the kind of pitcher that Scott McGregor epitomizes. A southpaw with a classic motion, his pitches are adequate but less than overpowering. He is a control pitcher who resorts to intelligence and finesse for his success. Appropriately, though he possesses a fastball, curveball and slider, he is best known for his exceptional changeup.

"He's a master of the dead fish," says his catcher, Rick Dempsey. "That's what I call his changeup. It's like trying to hit a water balloon. It comes in there at about 75-80 miles per hour, with no spin, and no matter how hard the batter hits it, it just dies. I've heard batters ask, 'How can I not drive that ball?'"

The changeup can infuriate pitchers as well as hitters, as Tom Seaver will attest after finally perfecting one of his own at

the age of 35. Remarkably, McGregor learned to throw the changeup when he was in high school. "I've always had it," he says, "but I never had the confidence to throw it. At first I thought I could get by in the major leagues with just fastballs and curveballs, but I could never last beyond five or six innings. When I forced myself to throw the change, it helped to establish my other pitches. It allows me to read the hitters, see what they're looking for. It's made me a smart pitcher."

Mind Games

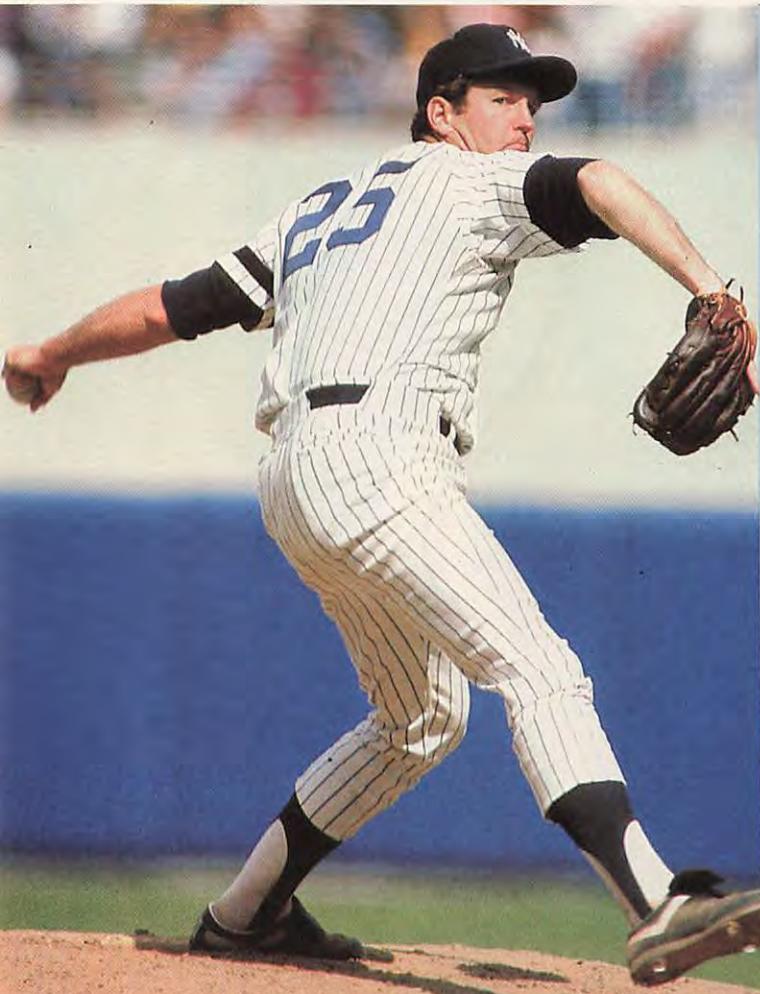
To "read a hitter," says McGregor, "you must develop a pitcher's memory. You remember hitters, what they did the last time they faced you, or maybe the last game or maybe even last year. The first time up maybe you get him out with a changeup, and the second time he's looking for it so you get him with something else. The real chess match begins in his last time at bat when the game's on the line. You throw the first pitch out of the strike zone to see what he's looking for. Maybe he's hungry for an outside fastball and he's leaning over the plate, so you jam him. It's a game of adjust-

ments, and the guy who keeps adjusting survives. He never gets in a pattern, or if he does, he sees it and breaks it."

Although McGregor credits his ability to change speeds with making him a smart pitcher, Earl Weaver instead cites the pitcher's "ability to do what he knows he should. He can throw any pitch anyplace he wants whenever he wants to." McGregor is typically modest about his control. "I don't try to hit the corners as much as people think. I aim everything down the middle and then make the ball do something so it won't end up there."

McGregor has a blind sense of the appropriate, an instinct that tells him precisely at what point he should throw what pitch. Such an instinct is beyond years or cultivation, and in sports it is what passes for genius. "Sometimes you just know," says the lefthander. "Your intuition tells you to change even when you're going good."

With all of his mental, physical and even metaphysical advantages, what is it like facing McGregor on the mound? "Frustrating," says Yankee first baseman Bob Watson. "In a way, it's worse



Slingin' Tommy John: Always the crafty sinker.

The Smartest Arms

There are other smart pitchers in the Scott McGregor mold; based on a survey of major league pitching coaches and general managers, here's who they are (along with their '81 records) and how they do it.

Tommy John, New York Yankees (9-8, 2.64 ERA). John's bionic sinker and knack for getting batters to swing at pitches out of the strike zone are his main assets.

Tom Seaver, Cincinnati (14-2, 2.55). He can't throw as hard as he used to, but he's compensated beautifully by changing speeds and locations, particularly up-and-down pitches. Seaver has also developed a changeup and a change-curve.

Don Sutton, Houston (11-9, 2.60, 29 walks, 104 strikeouts). With his great confidence and control, Sutton pitches as if he's ahead 0-2 in the count even when he's behind 2-0. He also knows how to do things to the ball without getting caught.

Pete Vuckovich, Milwaukee (14-4). Vuckovich pitches well to spots and uses his changeup very effectively. He also drops down to a three-quarter motion to throw hitters off.

Ken Forsch, California (11-7, 2.88). Besides his great control, Forsch has a sneaky fastball, slider and fork ball, and seems to know what the hitters are not looking for.

Frank Tanana, Texas (4-10, 4.02). Still the best lefthander around at setting up righty batters outside and getting them out inside, Tanana has learned to mix up his fastball with changeups and breaking balls.

And one to watch for:

John Fulham, St. Louis. Though he missed much of 1980 and all of '81 with a rotator cuff injury, the 26-year-old righthander was 10-6 with a 2.53 ERA in 1979. He impressed everyone with his composure, control (26 walks in 146 innings) and excellent slider. Wise beyond his years, the Cards hope he's not old before his time.

than hitting against Goose Gossage. He doesn't get you out, he lets you get yourself out.

"When Scotty beat us 1-0 last year, 70 percent of his pitches were balls. Yet he didn't walk a batter. He also didn't throw two pitches at the same speed the entire game. The thing about Scott is that you never know what to expect. There's no one pitch he goes to in any given situation."

In Watson's last at-bat in that game, McGregor started him off with a fastball inside, pulled foul by the muscular right-hand batter. An outside sinker followed, which Watson let go for ball one. The next pitch, what Watson calls a back-door curveball, "started out way outside, but when it started to break it looked like it might nip the corner, so I went for it." But the pitch didn't quite come in as much as Watson thought; it was still off the plate when he hit it. The result: a sharp ground out to first.

To the next batter, Reggie Jackson, McGregor was more direct: three fastballs, three swings, another out. Jackson just stared back out at the mound.

The trouble for a thinking pitcher,

McGregor explains, comes "when you face good hitters like George Brett who are also adjusting from pitch to pitch. They go with whatever you throw. Other guys like Reggie make it look easy. For a while there I was striking him out almost 50 percent of the time I faced him. I keep waiting for him to break out and crush me, but he hasn't."

Power Corrupts

Ironically, McGregor was at one time a predictable power pitcher. His perennial success against the Yankees is also a fitting revenge for someone who was the Yankees' No. 1 free agent draft choice in 1972 (he was traded to Baltimore in a multi-player deal in 1976) and who, during his four-year minor league career, was constantly being billed as "the new Whitey Ford."

Changing teams is easier than changing one's pitching style, but McGregor proved to be one of those rare pitchers who can make the painful transition from a fastball, strikeout pitcher, which he was when the Yankees signed him to an \$80,000 bonus contract, to a pitcher relying on finesse and control. This is an

adjustment most pitchers don't make until their thirties, and some never accomplish. Usually it is forced by age, loss of stuff or a sore arm, and rarely at so young an age as McGregor's (21). What makes this transition so difficult, and so ego-shattering, is that it is an admittance (often for the first time) of limited physical prowess and of fallibility.

"I was overpowering in high school," says McGregor. "I was 18-1 my senior year. But then, everyone is overpowering in high school. In my second year in the minors I found myself winning one game and then losing one, and I said to myself, 'I've got to start thinking out here.' I had to concentrate, be conscious of everything, the way my arm had to keep away from my body on the delivery, everything. When I was 18 I thought that young guys had it all over guys who were 25. You know, we could just blow them away. But I learned."

McGregor gained confidence in his changeup on his own, but also learned from thinking man's pitcher Catfish Hunter, then the Yankee ace, and from his idol, pitching coach Whitey Ford, in spring training. "Whitey knows it all,"

The Smartest Bats

Sixty feet six inches away from the mound, the wheels are also turning. In the battle of wits that is pitching and hitting, these hitters, our survey says, are the smartest in the game.

George Brett, Kansas City. A contact hitter out of the Charley Lau school, Brett will hit it all over. He knows the pitchers and can simply concentrate better and more consistently on hitting than anyone else in baseball.

Pete Rose, Philadelphia. Rose has studied as much as he's been studied; he knows the pitchers' tendencies as well as his own limitations.

Rod Carew, California. He'll foul off pitches until he gets one he can handle. And if he's facing a pitcher he thinks he may have trouble with, he doesn't mind laying down a bunt.

Ken Singleton, Baltimore. A leadoff hitter when he first came up, Singleton and Phil Garner probably have the best eyes in the game. The Oriole outfielder definitely walks more than anyone with his kind of power.

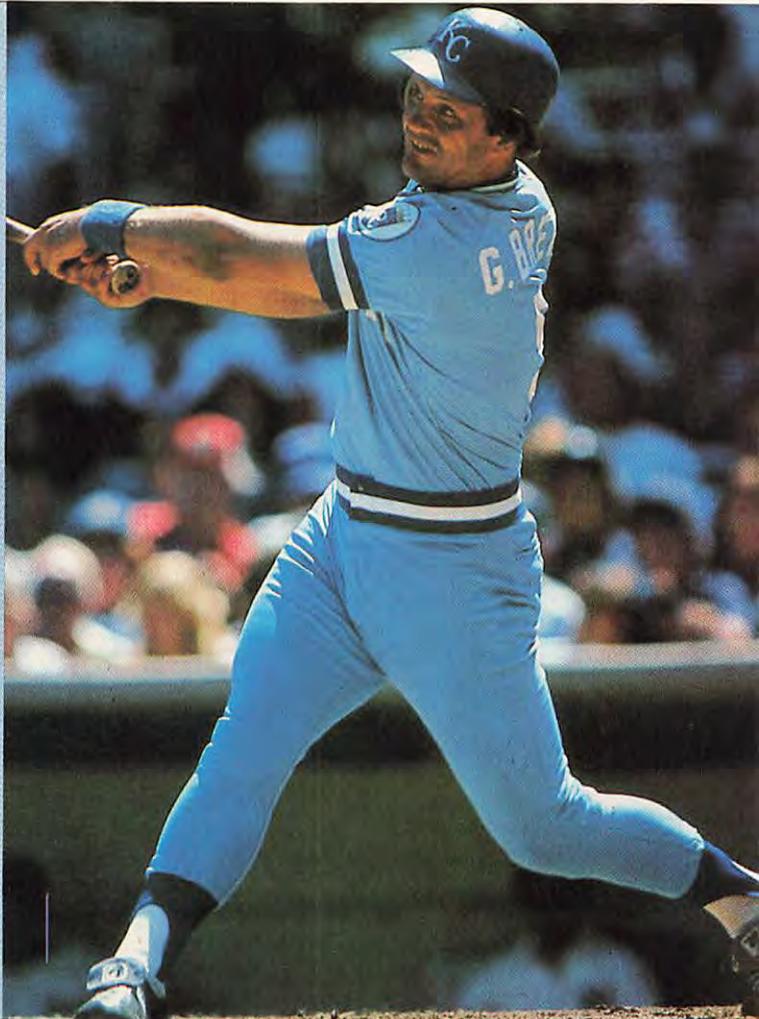
Al Oliver, Montreal. Oliver has hit over .300 six years in a row (his .309 at Texas last year was eighth in the league). He knew the book said he could be jammed, and taught himself to go inside out. Now he's one of the toughest outs around.

Bill Madlock, Pittsburgh. A three-time batting champion, Madlock can handle any sort of pitch, anywhere.

Rusty Staub, New York Mets. Rather than guessing what pitch he'll get, Staub thinks in terms of zones. At 37 years old, he hit .317 last season, so he must be on to something there.

Lou Piniella, New York Yankees. Almost 39, Sweet Lou is still a great clutch and opposite field hitter. Piniella battles pitchers, waits for his pitch and then jumps all over it.

Alan Trammell, Detroit. The classic number two hitter, Trammell sacrifices and hits behind the runner as well as anyone, and usually ends up around .280.



Swingin' George Brett: Maybe a .400 thinker.

Slow, Slower, Slowest: How to Throw a Changeup

The changeup is a pitch thrown with the intent to deceive. It is released with a fastball motion but arrives at the plate at a much slower speed. Caught out in front of the pitch, the hitter pulls it foul or misses it altogether. If he is not fooled and waits for the changeup, he can power it out of the batter's box considerably faster than it came in.

The success of pitchers like Tom Seaver or Detroit's Jack Morris lies partly in their ability to alternate the slower change with what the players call a "drastic fastball," catching the hitter totally off balance. Slower but more insidious pitchers like Scott McGregor always keep the batter slightly out of sync;

they never throw the same pitch at the same speed twice to one batter in a game.

McGregor, according to O's pitching coach Ray Miller, takes the changeup's element of surprise one step further than most pitchers. "Hitters around the league know about his changeup now, and Scotty has that great ability to know what they're expecting," says Miller. "He'll throw them the changeup anyway . . . only *slower*."

How to throw the changeup is as difficult and as individual a matter as *when* to throw it. Some pitchers, like McGregor, hold the ball deep in the palm of their hand, gripping it only with the thumb and little finger. The ball is thrown sole-

ly with palm pressure, rather than off the fingertips—which gives pitches much of their snap and speed.

Other pitchers vary the form (but not the speed) of the delivery itself. When a pitcher throws a fastball, his wrist is behind his elbow as it passes the side of his head. The wrist will pass the elbow as his arm gets out in front and his hand releases the ball. To turn that pitch into a changeup, he must keep his elbow in front up to the point of release.

Hard to picture? Just imagine pulling a light cord down with the force of your elbow instead of your wrist. See how dark it gets? That's what it feels like trying to hit a changeup.

says McGregor. "He knows all the little things like looking for the scuffed side of a fouled-off ball and covering the rubber with dirt so you can move up a few inches closer to the plate. He's an artist; he can do anything with a baseball. Most important, I learned from Whitey not to walk batters and to try and get them with as few pitches as possible."

McGregor, who has worn No. 16, Ford's old number, in the Yankees' minor league chain and with the Orioles, relishes the comparison. "I am a Whitey Ford type pitcher," he says. "We even look alike." But if there was one word that described the young Ford it was "cocky." He possessed a kind of mental toughness and confidence that allowed him to transcend the apparent limits of his talents by sheer willpower.

McGregor could in no way be described as cocky, and the Yankees felt he lacked toughness—one of the reasons

they let him get away. "Guts? Ha!" last laughs Earl Weaver. "Scotty's a finisher. When [now Mets manager] George Bamberger was our pitching coach he could already see that Scotty might someday be the best of the lot."

Cy Young Future

That day may be here; 1982 could be the year that Scott McGregor asserts himself—in deed if not in words—as the ace of what is probably the best-known pitching staff in baseball. Jim Palmer's age, Steve Stone's arm problems and Mike Flanagan's inconsistency have left the door open for McGregor and young Dennis Martinez (14-5 last season).

McGregor, whom the Orioles call "Cy Young Future," had an unspectacular spring training, finishing with a record of 1-1 and a 4.50 ERA in 30 innings pitched. But he did strike out twice as many batters as he walked, and avoided

the elbow inflammation that has plagued him in previous camps. Opening day saw Dennis Martinez get Earl Weaver's nod, and McGregor started out the second man in the rotation, where he has been so effective, consistent and unheralded behind Jim Palmer.

As for becoming the ace of the staff, the Orioles don't like to use that term, and McGregor, for one, is not that eager to shed his underrated status and underground reputation. "Baseball people know me," he says. "It's not my goal to be a Cy Young winner and it's not in my nature to say I'll win 25 games this year, or anything like that. Goals can be nasty things; they have a way of putting pressure on you." And, smart and talented as he is, Scott McGregor just doesn't need that. ★

Pat Jordan's professional pitching career ended in 1961 with the Palatka Azaleas.

Computer Ball: Before the Game, Get a Program

While Scott McGregor relies on his intuition and his "pitcher's memory" to outfox hitters, Kansas City lefthander Larry Gura has taken the art of smart pitching one step further—out of the dugout and into the Eighties. The Royals' 34-year-old master of the breaking ball now uses a home computer to prepare for his battles with batsmen.

"It's an electronic replacement for pitching charts and a lot of paperwork," says Gura of the program developed by a Kansas City electronics firm just prior to spring training. "My computer has a typewriter, 13 disks—one for each AL team—and it plays out on a television screen."

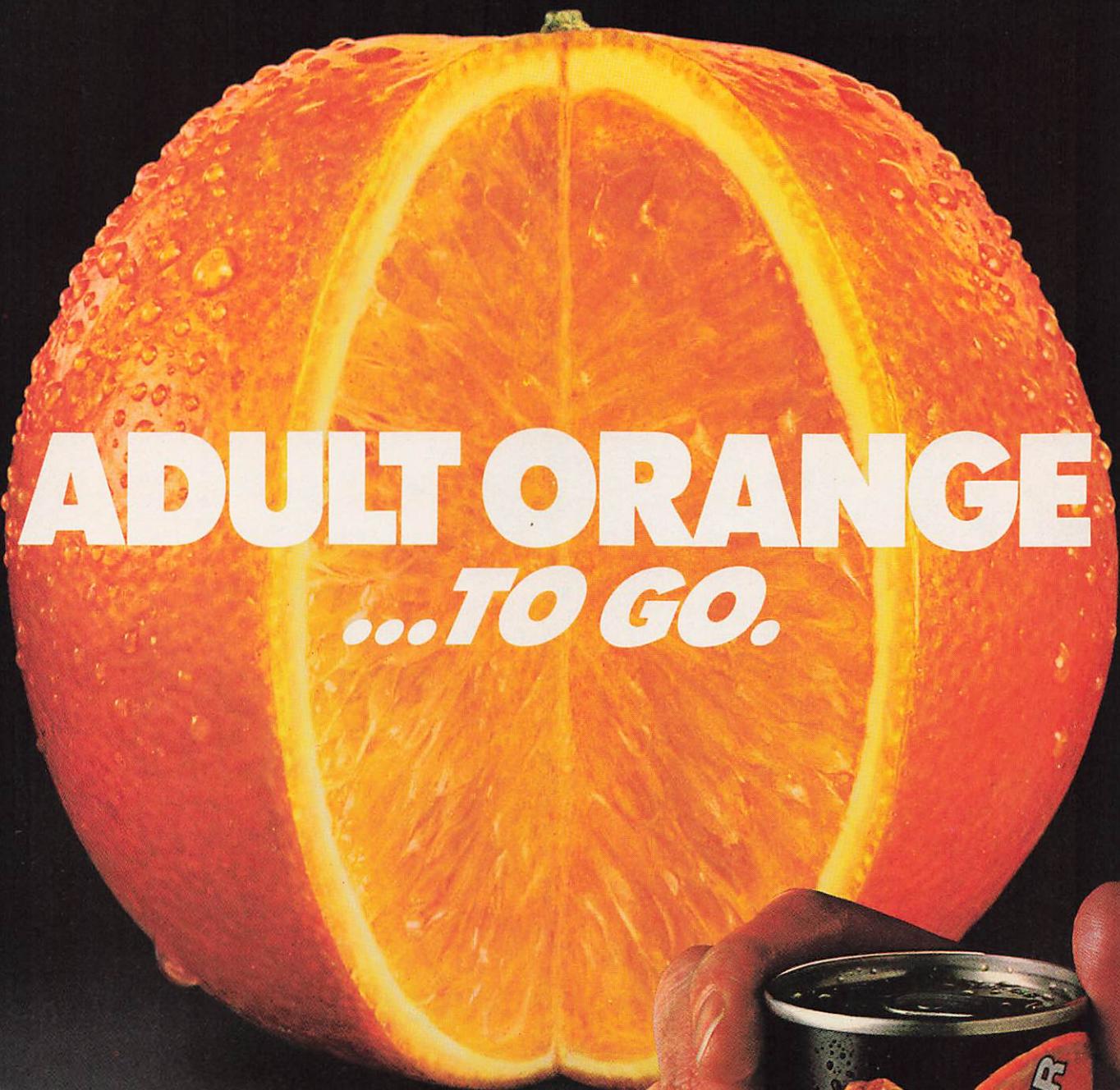
Gura, who describes himself as "a situation pitcher," puts great stock in his new piece of technology. "Say I'm pitching against Baltimore the next day, and I want to see what Al Bumbry has done against me in the past. The screen flashes a baseball diamond with lines showing where he's hit the ball. It'll tell what pitches he's hit in certain situations, when he steals, his power spots and his weaknesses."

And what has the reaction been in baseball to Gura's cottage industry? "Well, there have been some criticisms," says Gura, K.C.'s most consistent winner (85-55 lifetime) over the past six years. "I've heard some guys say,

"Stick that in your computer' and stuff like that.

"But let's face it. All my computer does is store information. Pitching is still going out there and throwing. I'm not going to be on the mound thinking out all the computer's odds and probabilities of Eddie Murray hitting a particular pitch for a home run with a 3-2 count."

Still, pitching is also being prepared, and Gura says his new system has definitely helped in that respect. "I enjoy working with the computer," he adds, "and I'm happy to find something new and different in baseball. Besides, my four-year-old daughter loves playing the video games." —David Kaplan

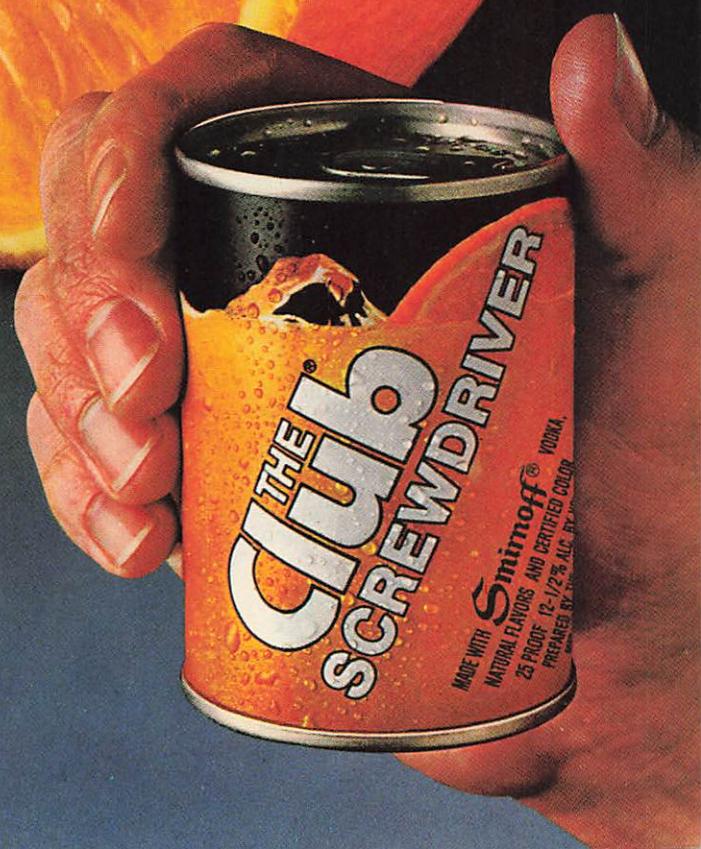


ADULT ORANGE

...TO GO.

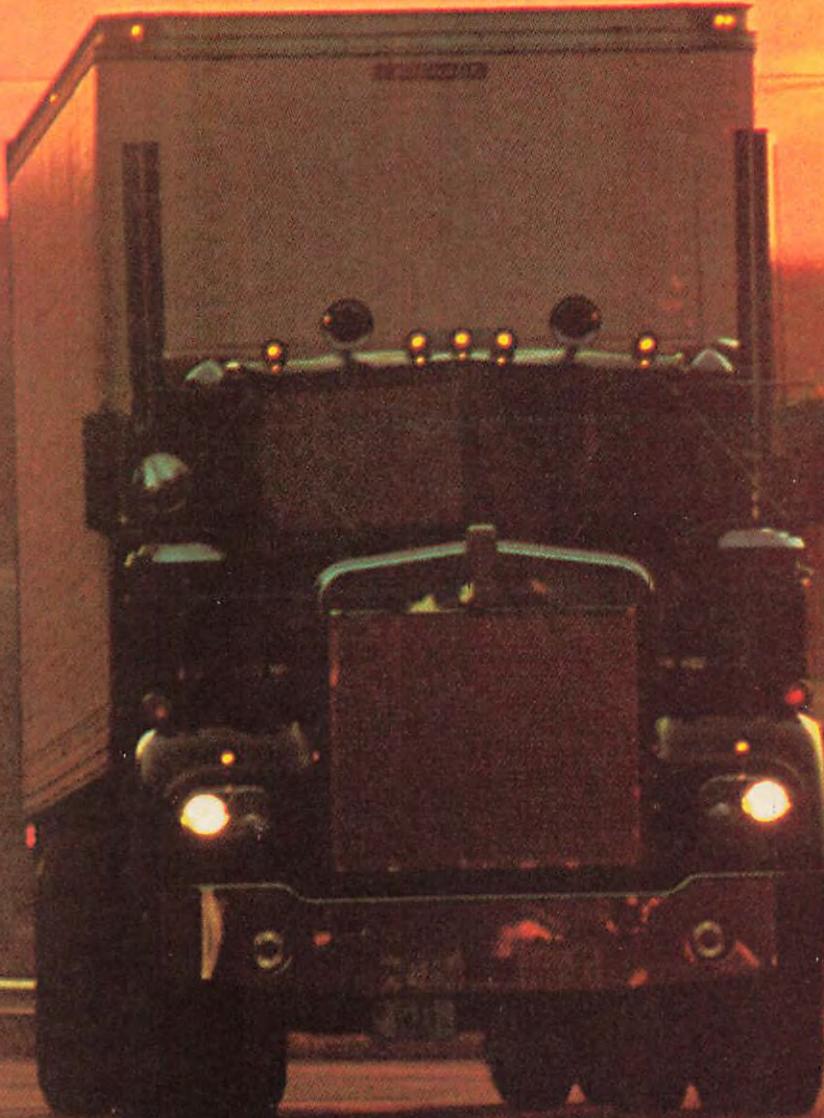
Fresh, Fruity, Frosty.
18 of your favorite cocktails,
ready whenever you are.

**THE CLUB.
LITTLE COCKTAILS WITH
BIG REWARDING TASTE.**



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

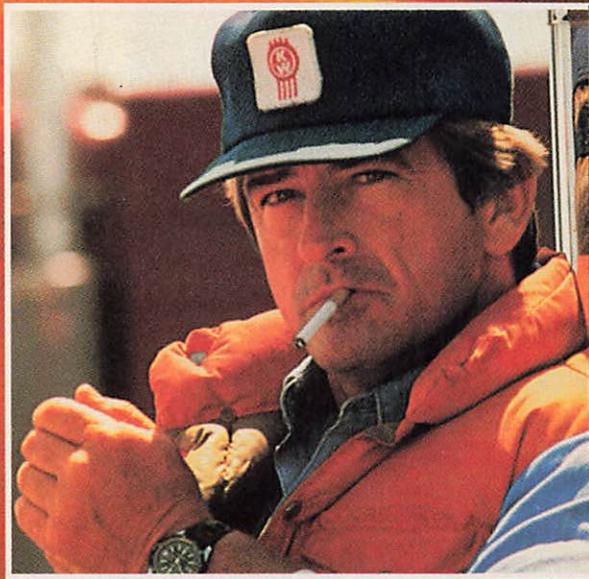
Filter Kings, 15 mg. "tar", 1.0 mg. nicotine; Plains, 22 mg. "tar",
1.3 mg. nicotine av. per cigarette, FTC Report Dec. '81.



Take the road to flavor.

RALEIGH

A good rig, a good road, and a good smoke.
Now that's a good morning.



MADE-FOR-TV

Thanks to Ted Turner, 50 million people can watch the Braves on television.

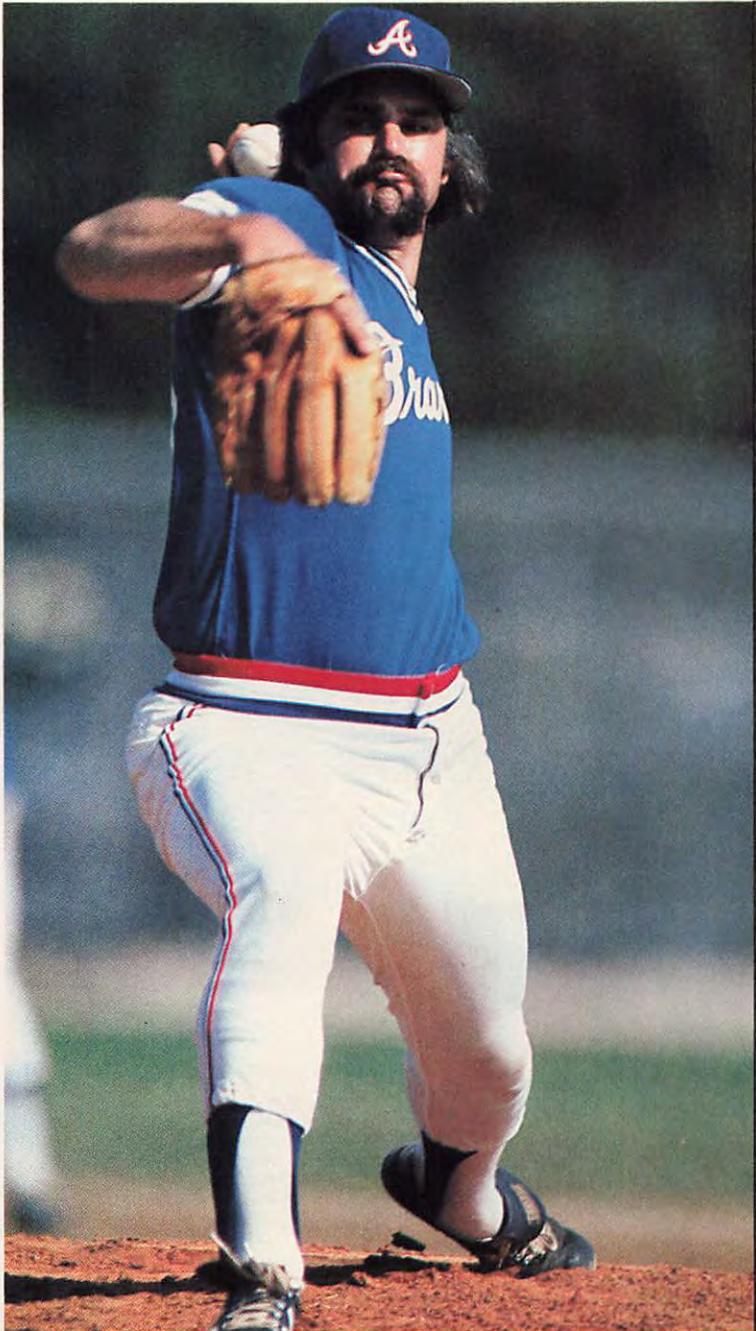
by Harry Stein

Sometimes," notes Skip Caray, the broadcast voice of the Atlanta Braves, "we get to feeling like sport's answer to Andy Gibb down here. We must be getting six to eight hundred letters a week now, and a whole bunch of 'em are from teenage girls wanting autographed photos of Bob Horner, or Bruce

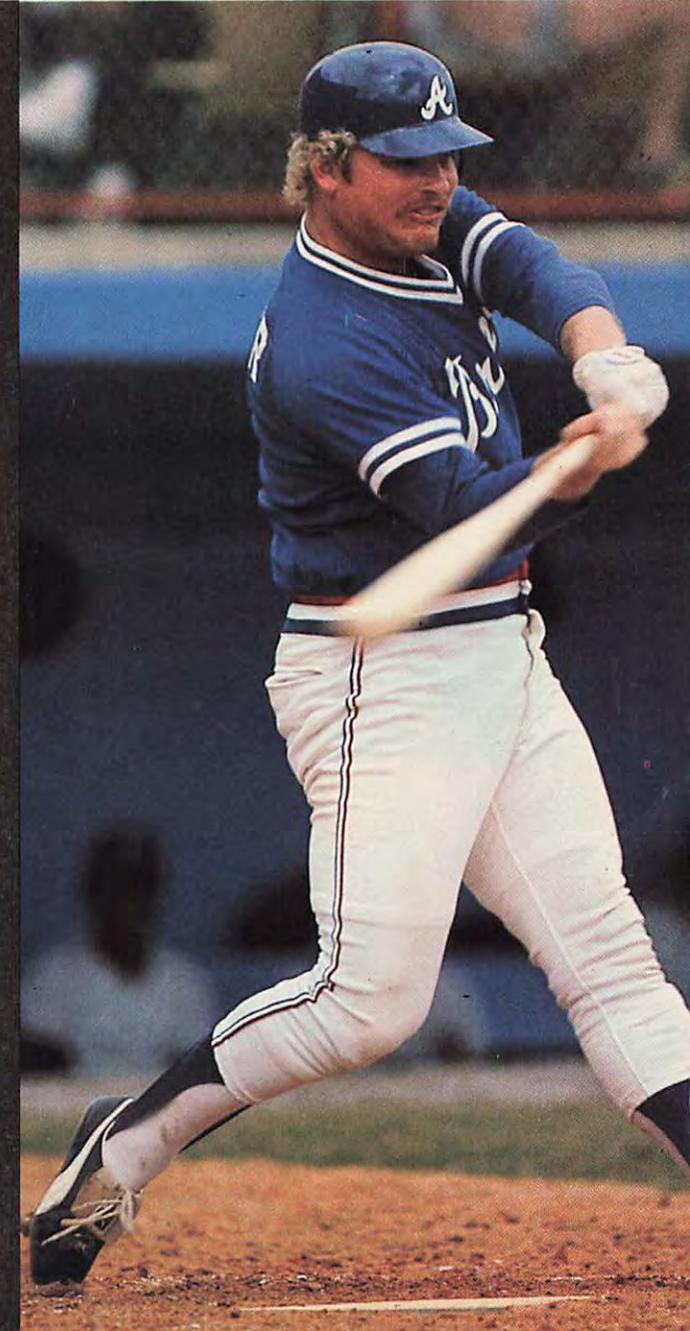
Benedict or Dale Murphy." Caray pauses a moment, and reflects on the incredible fact at hand—that, as a result of this thing called cable, he and his fellow announcers on the Turner Broadcasting System have suddenly become household names all over the country. "It's gotten so that players I've never even met ask me to say hello to their parents on the air. I guess they're not making

enough money to pay for a long distance phone call."

We are in the midst of a sports revolution in this country—and it was born in Atlanta. Half a generation ago, team loyalties were almost exclusively a question of proximity. New Yorkers followed the Yankees or the Mets. Pittsburghers swore by their Bucs. Chicagoans agonized over the Sox and the Cubs. And if



The mad Hrabsky: Made-for-TV tantrums?



Horner: If home runs make good television, he's

BASEBALL

This year, they just might be worth watching.

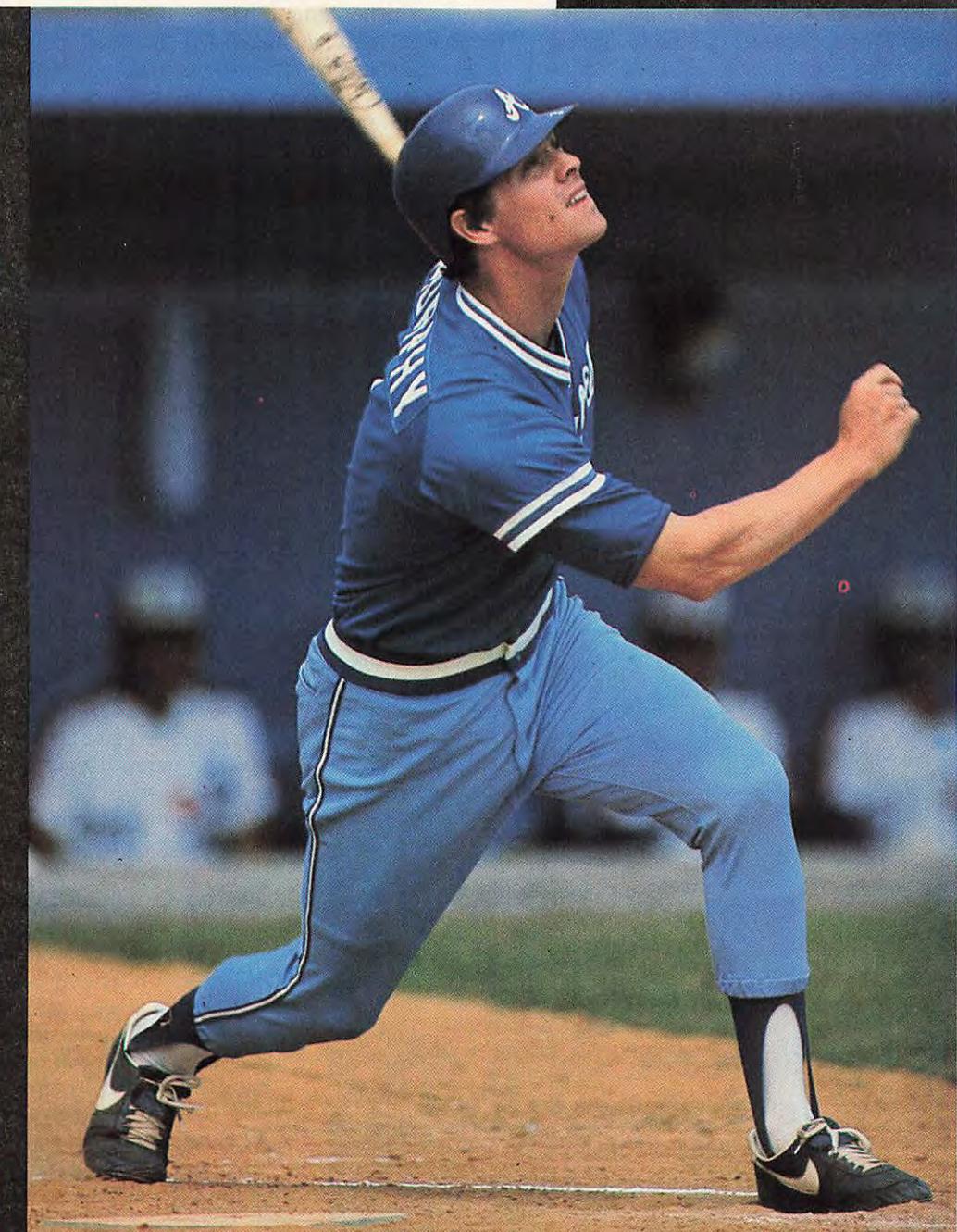
you happened to live in Butte, Montana, the chances were excellent that you didn't give a fig about any team at all.

In this new age, a citizen 500 miles from the nearest big league city can have a hometown team via the 20-inch screen—and in all likelihood, that team is called the Atlanta Braves. Entering the 1982 season, the Braves were carried by 3,900 cable systems to 20 million homes and

over 50 million potential viewers. These extraordinary numbers have already given rise to some curious facts. Though the Braves do not draw particularly well at home—Atlanta fans being notorious front runners—there are now Braves fan clubs as far away as Valdez, Alaska. On one typical afternoon a year ago, when the crowd within Atlanta-Fulton County Stadium numbered just 15,000, some-



Turner: Your host in 50 states.



certain to be a star.

Murphy: The Braves love his swing, the girls his smile.

one in the front office took a count in the parking lot and discovered cars from no fewer than 25 states. And in Phoenix, Arizona, an organization of bedrock football fans has seen fit to adopt the Braves during what, for them, used to be the off-season. "It makes sense," says Caray. "A lot of people, in places like North Dakota and Montana, still can't believe they're getting 130 baseball games a year."

The Voyage of Captain Video

The individual most responsible for this, of course, is Atlanta's irrepressible Ted Turner, who owns the Braves, the Hawks and WTBS, the "superstation" that pumps them into the provinces. Turner was, as he puts it, "in cable before it was cool," and his aggressive marketing techniques in both the sports and news fields have established him as the wunderkind of the industry.

The unpredictable Turner has, from

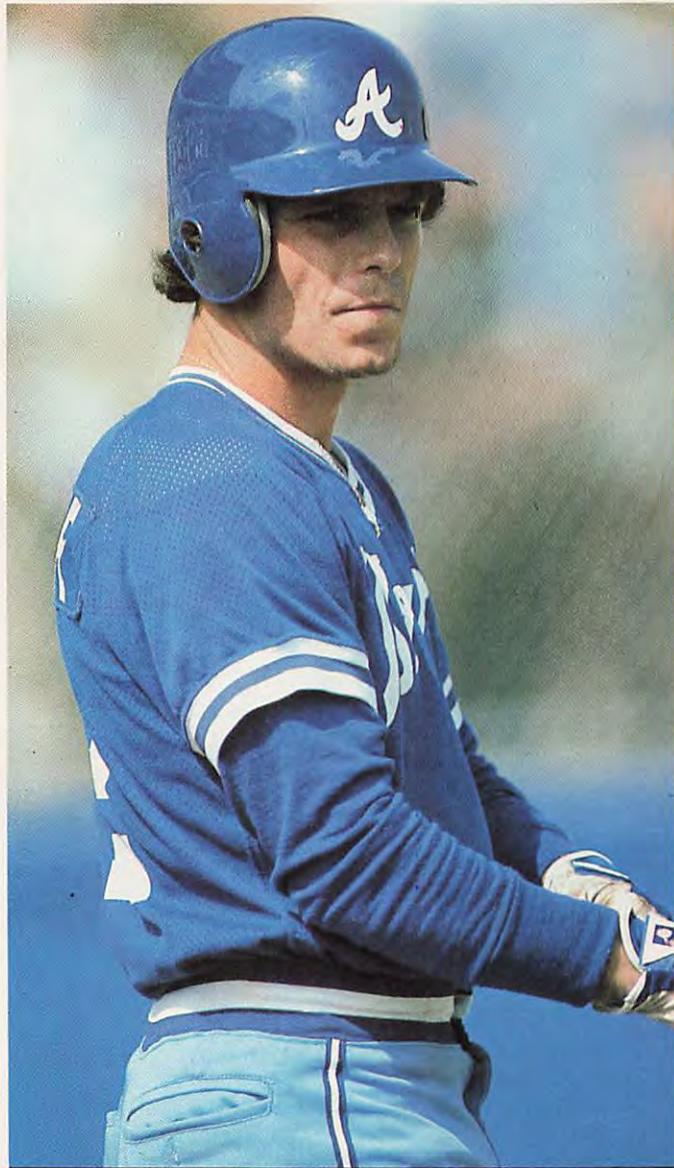
the outset, been a hurricane of fresh air. What other major league owner, dissatisfied with his team's play, would move into the dugout as manager, as Turner did in 1977? Who else, in an evident fit of pique at the salary demands of one of the game's best hitters, would attempt to ship him off to the minor leagues, as Turner tried to do to Bob Horner in 1980? Who else, for that matter, while on a tour of Cuba last winter, would enlist Fidel Castro to do a promotional spot for his station?

Indeed, for years now, as a baseball owner, Ted Turner has been plagued by an odd problem: the fact that he himself has been immeasurably more interesting than the team he has put on the field—and over the cable. Never known for his restraint, Turner himself has bemoaned the Braves' chronic mediocrity more loudly than anyone. "I look at baseball," he said a few years ago, "as a kind of little extra burden that I have. Some

people have to live with diabetes, I have to live with a lousy baseball team." Why, he was asked at the time, would someone 1,000 miles from Atlanta want to watch Braves' catcher Biff Pocoroba try to throw out a runner at second base? "To see," replied Turner, "if he could ever catch one."

To be sure, Turner has made some celebrated attempts to improve his ball-club. Several years ago, during the Great Pete Rose Chase, the Braves owner made Rose a staggering offer. Nonetheless, Rose decided to go, for substantially less money, to Philadelphia. "At my age," explains Rose now, "I had to be on a team that was ready to go to the World Series. That was *not* the Braves."

This past winter Turner fervently courted Reggie Jackson and reportedly offered, in addition to dollars, a guaranteed future with Turner Broadcasting. He was again out-wooed, this time by the California Angels.



Brett Butler: Frankly, he does give a damn.

Brett Butler: A Star Is Born

The press corps following Atlanta seems interested in only one player these days: Brett Butler, the Braves' speedy rookie centerfielder. The reason for all the attention is not simply that Butler, the 1981 MVP in the International League, might well be a permanent fixture in Atlanta's outfield for the next decade. The reason is that Brett Butler is quite a colorful character. And on the Braves, that means a potential national television star. He owns baseball's best name ("Brett Butler—in Atlanta?") wondered a visiting reporter. "Someone has to have made that up."), is Dudley Doright handsome and endlessly quotable.

Butler appears every bit as sure of himself as his idol, Pete Rose. "I wouldn't say Brett is cocky," smiles catcher Matt Sinatro, who began with Butler way back in A-ball, "but the first time I met him, he stuck out his hand and said, 'Hi, I'm Brett Butler. I'm going to the big leagues.'" When he joined the Braves late last year, his teammates immediately tagged him with two nicknames: Hollywood and Dash Riprock.

"I've always liked the spotlight," concedes Butler. "I guess I'm a ham—but I've always had the talent to pull it off. Butler turns and stares distractedly for a moment. "Thank God I'm blessed with speed."

That he most certainly is. Last year, with Richmond, he stole 44 bases to go with his .335 average; after being called up to Atlanta in late August, he stole nine more in 10 attempts. "They say Davey Collins is the fastest white boy in baseball," adds Butler. "Well, all I can say is that if I hit a two bouncer to short, I'm safe. As far as I'm concerned, the only guy I've gotta keep track of is Timmy Raines."

Still, Butler must prove he is the player he thinks he is. He hit only .254 last year, the first time he had been below .300 in his life. "They have me at .298 one year," he says with a smile, "but that's wrong; I keep my own stats." He intends to make up for those numbers in 1982.

"I've been pushing all my life toward this," he says, "and I'm not going to let up now. The only thing that bothers me is that my folks back home in Illinois aren't going to get to watch me. The cable's still a block away from their house."

The Velvet Touch

Premium. Canadian.

BLACK VELVET® BLENDED CANADIAN WHISKY, 80 PROOF. IMPORTED BY © 1982 HEUBLEIN, INC., HARTFORD, CONN.



Video Games: Every Team Wants to Be America's Team

Baseball is reaching out for a bigger audience through cable television. The Braves, Mets and Cubs are now seen in 50 states, with the Atlanta team playing to 20 million homes, seven million more

than the runner-up Mets. The smallest market belongs to the Padres, who, mercifully, are seen only in California in less than 700,000 homes. And there's no need to feel sorry for baseball-less Ver-

monsters anymore; seven different teams now vie for their airwaves.

All teams in the following chart are ranked in order of largest to smallest estimated current TV markets.

American League	No. of local TV games*	States where broadcast**
Yankees	146	NY, PA, NJ, DE, CT, VT, NH, MA, ME
California	51	CA, AZ, NV, NM, Guam
Texas	50	TX, LA, OK, NM
Boston	105	MA, ME, CT, RI, NH, NY, NJ, VT
Toronto	30	IL, VT, ME, MA, MI, NY, MN, WI, ND, SD, Can.
Baltimore	73	MD, VA, PA, NC, Wash. DC
Kansas City	43	KS, MO, NE, AR, OK
Detroit	77	MI, OH
White Sox	140	IL, WI, IN
Seattle	50	WA, OR, ID, Can.
Cleveland	90	OH, WV, PA, OH, Can.
Oakland	40	CA, NV, OR
Minnesota	50	MN, ND, SD, IA, MI, NE, WI
Milwaukee	60	WI, MI, NM, IL, IA

National League	No. of local TV games*	States where broadcast**
Atlanta	120	50 states
Mets	137	50 states
Cubs	150	50 states
Montreal	30	NY, ND, SD, WA, ME, VT, MN, MI, MT, WI, IL, Can.
Los Angeles	65	CO, CA, AZ, NM, UT, NV
San Francisco	31	CA, OR, NV, UT
Philadelphia	115	PA, NJ, NY, DE, MD, WV
Cincinnati	46	NC, TN, IN, KY, OH
St. Louis	40	MO, IL, KY, AR, OK, MS
Pittsburgh	46	PA
Houston	77	TX, LA, OK
San Diego	42	CA

*Combined total of pay, subscription and free TV games.

**Not broadcast throughout every state or in all of Canada.

There is little doubt that signing either Rose or Jackson, arguably the two most charismatic players in the game, would have considerably enhanced the Braves as a television product. So, for that matter, would have re-signing 43-year-old Gaylord Perry, who ended 1981 in a Braves uniform, just three victories shy of the magic 300. Perry was released a week after the season ended. But, down the line, Braves executives contend they are not interested in presenting exciting television. "The only thing we're interested in is winning," says Turner sharply. "That's exciting."

A strong case can be made that Turner has pursued that goal in a most peculiar way. The deals he has concluded have tended to range from the incomprehensible to the ludicrous. Reliever Al Hrabosky was signed as a free agent to a hefty five-year contract in 1980, and has hardly been used since. Claudell Washington, Turner's 1980 free agent acquisition, was given a bloated contract so astonishingly out of proportion to his prior accomplishments on the diamond—\$3.5 million for five years—that it proved the final inflationary straw for Phillies' owner Ruly Carpenter, who put his team up for sale shortly thereafter. But perhaps Turner's oddest move of all was last year's trade of the talented and popular Garry Matthews for young pitcher Bob Walk. Matthews, true to form, hit .301 during the abbreviated '81 season, and

drove in 67 runs; Walk was 1-4 with the Braves, with a 4.60 ERA, before being shipped down to the team's Triple-A Richmond farm.

Runs, Hits and Ratings

But the Braves' brain trust might just be smarter than they let on, for they are also playing in another arena, and with considerably more success. Quite simply, the Braves make very good television—and have much to do with the rising fortunes of the Turner Broadcasting System. "I would say," notes TBS marketing director Jayne Greenburg, "that our sports package (including the Hawks and NCAA football) could well be our major selling tool. People *want* to watch the Braves. We've started getting requests from cable systems all over the country for Braves bumper stickers."

The fact is, the Braves appear to be one of those clubs with, in mediaspeak, "sex appeal." Though the team does not yet possess a player with the name recognition of a Rose or a Jackson, a number of the team's starters are exceptionally watchable as individual performers.

The Braves have long enjoyed a reputation as an organization with a special fondness for power hitters, but not since the glory days of Aaron and Matthews have they had a pair with the devastating offensive punch of third baseman Bob Horner and outfielder Dale Murphy. In 1980, at the ages of 22 and 24 respectively,

they combined for 68 home runs. With both healthy, and with the golden-tousled Horner—named in spring training the team's first captain since Aaron—apparently over his dramatic feud with Turner, there is no team in the league with a potentially more explosive pair. The powerful, classic-swinging Horner may be the most potent threat on the diamond today to the single season home run record. "I think about that," he admits. "I try not to get all googly eyed about it, but sure, if I put together a few good months, it could happen."

Moreover, in handsome, engaging Brett Butler, a base-stealing threat and the man expected to anchor the team's once-shaky outfield, the Braves have a possible matinee idol on their hands, one who might make those teenage girls in the hinterlands forget all about his teammates when they make their photo requests. Hopefully, Butler will also make the Braves forget the seven straight second division finishes. He's already shown flashes. On opening day, he scored the Braves' only run in a 1-0 victory over the Padres. The next day Brett was again the catalyst, going three for four, with two RBIs and a stolen base.

Braves' New World

In the final analysis, though, Turner is correct when he says that it is consistent winning that will endow the team with the greatest magic. And, indeed, even

that is suddenly in the cards. Thanks primarily to a highly effective farm system—no fewer than 20 of the 25 men on the roster are home-grown—the Braves find themselves exceptionally deep in young talent. Excepting 33-year-old first baseman Chris Chambliss, who came to the team prior to the 1980 season from Toronto in Turner's single unquestionably sound deal, the average age of the Braves regulars is 25. Yet, entering this season they averaged three years of major league experience, with Butler the only rookie among them.

Additionally, the Braves are blessed with a very fine crop of young arms: Tommy Boggs, Rick Mahler (who opened the season with consecutive shutouts), Larry McWilliams, Steve Bedrosian. Waiting behind these hurlers in Richmond is a young lefthander named Ken Dayley, who no less an authority than Earl Weaver calls one of the best prospects he's ever laid eyes on. Throw in 43-year-old knuckleballer Phil Niekro, himself an exceptionally watchable player, and Rick Camp, one of the game's premiere relievers, and it is altogether possible to envisage this once ugly duckling of a pitching staff blossoming

into a hard-throwing swan. Indeed, this past spring, they coolly rolled up shutout after shutout en route to the best Grapefruit League record in baseball.

Guiding the Braves from their Grapefruit League optimism to the realities of the regular season is Joe Torre, who this season brought his fat cigars, amiable manner and, very possibly, a share of the New York television audience, from Shea Stadium to Atlanta. In New York, one of the knocks on Torre was that he was *too* nice. Mets' catcher John Stearns indicated as much in print. "Hell," snorts the Braves' Al Hrabosky, who himself was rumored to have been lured to Atlanta by the possibility of a post-baseball broadcasting career, "he just didn't have the talent there that he does here. What'd Stearns do for him? One home run in two years, that's what!" He pauses. "I can tell you that Torre's already done wonders for this club. You can't believe the insecurity there used to be here under [ex-manager] Bobby Cox. Guys were terrified to fail. Hitters weren't allowed to go into slumps. With Joe, as long as you go out and bust your butt, even if you fail, he's the first to praise you."

With the 1982 season well underway, the Braves' quick start has brought an almost palpable sense of anticipation to the Atlanta clubhouse. "We've got a lot of blood driving through us," is how Niekro put it. "This might just be the best club since I got here." And Niekro joined the Milwaukee Braves in 1964.

The Braves are indeed successful video—their huge viewing audience has proven that. Whether they are good enough to be contenders over a full season in the National League West remains to be seen. "That," says Caray succinctly, "is why they'll have to play the games."

But, as the Braves got off to their record-breaking start, one former cynic needed no more convincing. "We are going to win it," Ted Turner declared emphatically, as the season opened. "First place! I just don't see anyone better. And I'll tell you something else," the cable wizard said, "we're going to make people happy all over the country while we're doing it." *

Before Brett Butler, Ted Turner and WTBS, Harry Stein was faithfully listening to the Braves on his portable radio.

LEADERS HAVE TASTE



Grenadiers reward the choosy smoker every way. Lean good looks. Rich aroma. Satisfying taste. A blend of five imported and domestic tobaccos, in light or dark natural wrapper, flavor-sealed in our Fresh Loc pack.



A&C GRENADIERS—THE TASTE LEADER

THE CHAMPIONS

Except in Chicago, where the Sting has brought a title to the City of Losers and a success story to soccer.

by Steve Fiffer

It is a scene that Chicago sports fans have spent the winter discussing, dissecting and just plain celebrating. The biggest sports event to hit the town in 18 years, and it didn't involve the Cubs, the White Sox, the Bears, the Black Hawks or the Bulls.

It happened at Soccer Bowl '81, played in Toronto last September. The Chicago Sting and the defending champion New York Cosmos were tied after 90 minutes of regulation play and a 15-minute overtime. The NASL title would be decided by a shootout, in which five men from each team go one-on-one with the opposing goalie; the team with the highest score after its five shots is the winner. With the score still even, Rudy Glenn, the Sting's 23-year-old midfielder, deked Cosmo goalie Hubert Birkenmeier toward the lower right hand corner of the net, then unloaded the ball to the left, past Birkenmeier's outstretched hand and into the net. Chicago had its first sports champion since the Bears won the NFL title in 1963.

Four thousand Sting fans journeyed to Toronto that night; some 40,000 had turned up in the Windy City to watch their club beat San Diego to earn a berth in the Soccer Bowl. And when the Sting returned home as '81 NASL champion, they were met at the airport by 10,000 more. Thousands turned out for the ticker tape parade through the financial district of Chicago.

A ticker tape parade in a U.S. city for a soccer team? Big crowds for a league that has shrunk from 21 to 14 franchises since last year? Apparently, they're doing something right in Chicago as far as soccer is concerned. "Wherever you go, any bar you walk into, people are talking about the Sting," says Karl-Heinz Granitz, the team's superstar and leading scorer from soccer-mad Germany. "The Sting is in."

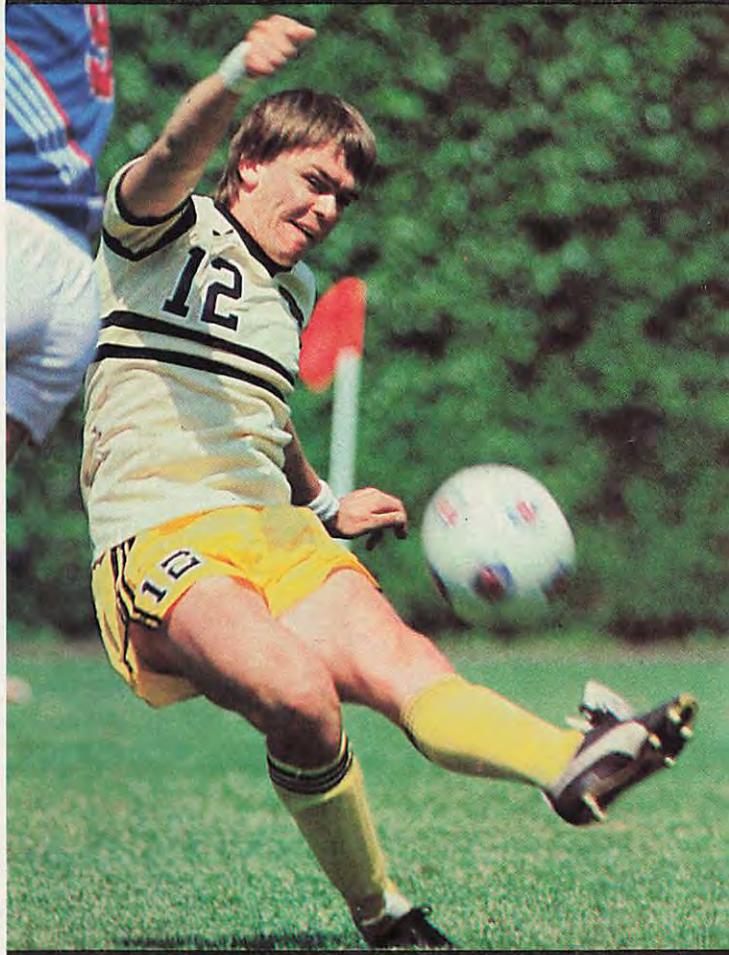
Rise of Der Stink

If Lee Stern had not been a dreamer in 1974, pro soccer might not even exist in the Windy City. Stern, a successful commodities trader, was the only bidder, or as he puts it, "maniac," interested in starting the NASL's Chicago franchise. Small wonder. During the league's early years, the flourishing franchises were, for the most part, centered in areas without major league baseball teams. The Sting had to compete with the White Sox and the Cubs. Two previous soccer clubs, the Spurs and the Mustangs, had collapsed; victims of fan apathy.

In 1975, the Sting's first season, the organization had to overcome countless obstacles to survive. Consistently small crowds (the largest crowd in 1974 was 5,183) and a lack of acceptance by the Chicago press gave the team a negative image. Frequently in the early years, the front office had to pester the radio stations just to announce game scores. And when the media did



The crowd favorite, Argentina's Pato Margetic.



Granitz is the key if the Sting is to repeat.

NOBODY KNOWS



Soccer Bowl hero Rudy Glenn: His winning kick brought down the once mighty Cosmos.

The '82 Season: Six Ways the Sting Can Get Stung

The standard of play immediately improved when the NASL consolidated from 21 clubs to 14 in the off-season, and that may make it twice as tough for the Chicago Sting to repeat. With the season now under way, these six teams figure to be fighting the Sting for the right to play in Soccer Bowl '82.

New York Cosmos. New York made no changes, but remains the team to beat in 1982. Any club that has NASL all-time scorer and league MVP Giorgio Chinaglia, flanked by nearly a half-dozen world class players near their prime, can afford—literally and figuratively—to stand still. The '81 Soccer Bowl finalists had enough depth to overcome injuries at the start of the new season.

Top foreign talent like midfielder Johan Neeskens (Holland), defender Carlos Alberto (Brazil), winger Steve Wegerle (South Africa), midfielder

Vladislav Bogicevic (Yugoslavia) and defender Andranik Eskandarian (Iran) make New York competitive anywhere on earth.

Fort Lauderdale Strikers. This past off-season, the Strikers signed Brian Kidd, the NASL's third-leading scorer in '81 with the defunct Atlanta Chiefs, and Edi Kirschner, the league's No. 9 scorer who refused to go along with Edmonton paycuts. Peruvian star Teofilo Cubillas, who will miss several weeks because of the World Cup, and forward Branko Segota are also explosive.

Tampa Bay Rowdies. The Rowdies' trade for sweeperback Peter Nogly of Edmonton provides the final, necessary ingredient for a balanced roster. This talented team is headed by forwards Zequinha and Luis Fernando, defender Peter Gruber, goalkeeper Jurgen Stars and young, impressive North Americans

Wes McLeod and Njego Pesa.

San Diego Sockers. The Sockers are a veteran team—anchored by goalkeeper Volkmar Gross—that have been together several years. Midfielder Julie Veee, the record-setting indoor scorer, and attacker Mike Stojanovic are the heart of the offense.

Vancouver Whitecaps. The return of winger Willie Johnston, Scotland's World Cup celebrity, helps a team with excellent balance between skillful youngsters Carl Valentine, Peter Beardley and Gerry Gray, and seasoned veterans Peter Lorimer and Ray Hankin.

Tulsa Roughnecks. The Roughnecks have added Franz Gerber and Laurie Abrahams to help pep up an attack that features returnees Billy Caskey and David McCreery. They'll make this team a pesky contender. —Mike Conklin

provide coverage, it was not always flattering. The paper bemoaned the boring nature of soccer and chided the club for using foreign mercenaries. Alluding to the team's reliance on Germans, they christened it *Der Stink*.

In addition, the Sting has never had a hive it could call its own. After several years at the old Soldiers Field, the team moved to the baseball parks. To this day they play some home games at Wrigley Field and some at Comiskey Park. Players have shown up at the wrong

stadium on game day. "If our players don't know where they're playing," says Stern, "think of how confusing it is to our fans."

Finally, there has been the problem of financial resources. Stern is a man of considerable means, but the Chicago club has operated at a seven figure loss for each of the last four years. Warner Communications (Cosmos) and Molson Breweries (Montreal Manic) simply have greater funds to attract top players and, equally important, market a team.

The situation reached its nadir in 1978, when the Sting, under new general manager Clive Toye and new head coach Malcolm Musgrove, lost its first 10 games.

Gale Sayers vs. Jim Taylor

"If the Sting had been soybeans," says trader Stern, "I'd have been going short." Two wins and four losses later, he replaced Musgrove with assistant coach Willie Roy, a longtime Chicago area star and an original member of the

The Best Rivalry in Soccer: Indoor vs. Outdoor

Indoor soccer has been called, among other things, a circus, carpet pinball and a bastardized version of the outdoor game. Call it what you will, the infant sport is flourishing these days.

Toward the close of its 1981-82 season, the Major Indoor Soccer League (MISL) showed an 18 percent increase in average attendance. The St. Louis Steamers, last season's runners-up to the champion New York Arrows, were averaging—yes, *averaging*—17,500 per home date. And that's in a market that has twice failed to support an outdoor team. Overall, in its four years of competition, the MISL has hiked its franchises from six to 13, lengthened its season from 24 to 44 regular-season games and seen its average attendance nearly double.

Obviously, something is hooking people on this unusual sport. And that something is goals. Lots of goals. Both

indoor leagues average about 12 goals a game. Shots on the 6½-by-12-foot goal often number 40 or more; an outdoor goalie may not see that many shots in three or four games. Played with sideboards, in a comparatively small area and on an artificial surface spread out over a hockey rink, the game's speed is furious and its pace relentless.

Indoor soccer has another key attribute—it's a game devised with TV in mind. With the speed of the action, and the Rocket Red ball on the bright green surface, it's visually striking. Plus the 15-minute quarter format leaves plenty of time for commercials. Twelve of the 13 MISL franchises have TV contracts this season, and the league itself has a pact with USA Cable.

Don't think the North American Soccer League (NASL) hasn't noticed. The league has fallen on troubled times—

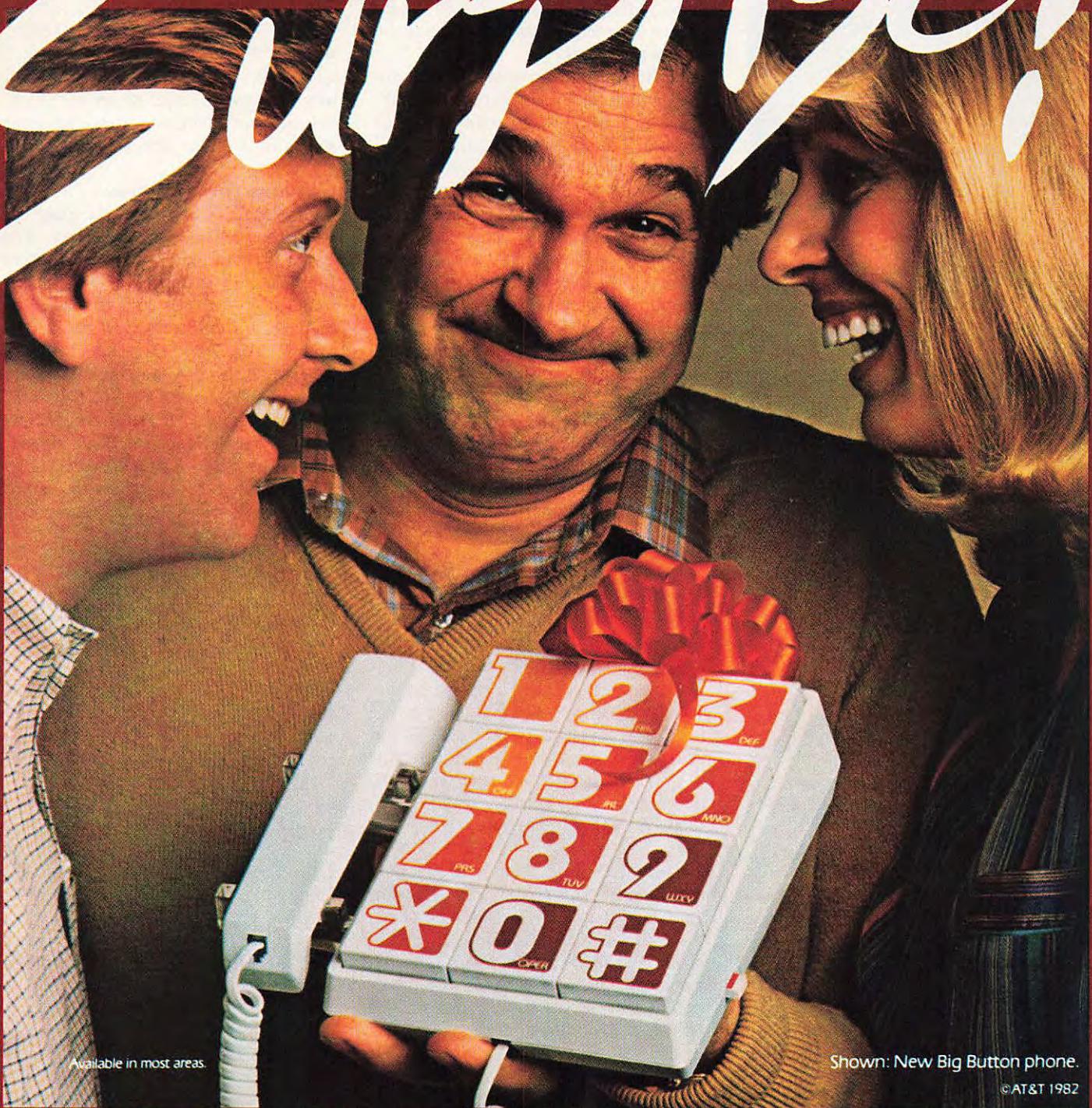
from its high of 24 franchises, the league has dwindled to 14.

"I think the NASL suffered a bruised ego when the MISL showed up," observed Werner Roth, former captain of the New York Cosmos and an NASL veteran. "They felt their turf was being infringed upon, and they didn't like it." So the NASL joined the battle, launching an indoor season of its own in 1979-80.

There are those who maintain that the startling success of indoor soccer presages the demise of the outdoor game. The NASL, predictably, thinks that's nonsense. "Outdoor soccer is more sophisticated and much more subtle," says Roth, "and it will take longer for fans to gain an appreciation of it. But that time will come."

Perhaps. But for now, indoor soccer is giving a lot of people a lot of kicks. And bundles of goals to boot. —Wayne Coffey

Surprise!



Available in most areas.

Shown: New Big Button phone.

©AT&T 1982

The perfect gift! A genuine Bell telephone. It's different. But practical. It's good-looking. Long-lasting. It's a quality gift. After all, it's genuine Bell.

It has every quality you want a great gift to have. And it's surprisingly affordable.



New Diplomat* phone



New Rendez-Vous* phone



New Country Squire† phone

But come see for yourself. Browse around the Bell PhoneCenter. You'll find the perfect phone for everyone on your gift list. Or you can give a genuine Bell gift certificate.

A Bell phone is the gift for any season or reason. The next time you want special people to know you really care, visit your Bell PhoneCenter. You'll find a gift they'll remember, and use, for years.



*Trademark of Northern Telecom, Ltd. †Trademark AT&T Co.

FOOT ODOR AND PERSPIRATION TAKE A POWDER.

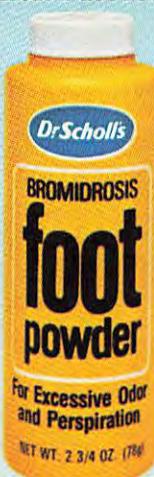
Feet, like people, are different. Their problems and needs differ. Their degree of foot odor or perspiration differs. Whatever your need, Dr. Scholl supplies the answers.



DR. SCHOLL'S
FOOT POWDER
Helps absorb
perspiration.
Soothes, cools,
dries and
comforts.



DR. SCHOLL'S
CHLOROPHYLL
POWDER
Helps neutralize
foot odor with
chlorophyll, the
natural deodorant.



DR. SCHOLL'S
BROMIDROSIS
POWDER
Specially formulated to fight
odor and absorb
even the heaviest
perspiration.

Dr. Scholl's

FOOT CARE
YOU CAN COUNT ON.

©1982 Scholl, Inc.

Sting. Earlier in the season, in an effort to bolster the offense, Roy had used his European connections to bring in talented scorers Granitz and Jorgen Kristen- sen. He quickly added another shooter, Arno Steffenhagen, and initiated the explosive style of play that has become the team's trademark.

The team's playing style has been crucial to building a following for the club. The Sting always looks to move the ball forward. "Willie goes for the throat," says midfielder Mark Simanton. "He was a scorer when he played, and that's reflected in our game. We play defense to help the offense." Roy, acknowledging pro soccer's struggle for acceptance in the United States, adds a pragmatic reason: "It's better for the fans. They'd rather see a Gale Sayers running than a Jim Taylor. Nobody wants to see someone dance the two-step all night, but they'll pay attention if you can shake it."

The Sting shook it to finish 10-4 in '78, and has been shaking it ever since. In 1979, the team, minus an injured Steffenhagen, progressed to the second round of the playoffs. Toye then left, and

Roy assumed many of his duties with respect to personnel. Boasting the third best record in the league in 1980, 21-11, the Sting seemed ready to challenge for the Soccer Bowl, but was upset in the first round of the playoffs by San Diego.

Last season everything came together. Why? "We believed we could win," says coach of the year Roy. Adds Simanton, "It was a case of great timing. Whenever someone was down, someone else came along to pick the team up."

Everyone Loves a Winner

Off the field, Stern and the Sting are also beginning to taste the honey. The owner acknowledges that the Soccer Bowl victory was the highlight of the season, but says he was equally thrilled by the large turnouts. The seat count continued to rise during the indoor season, the first for the Sting and the first full indoor schedule for the NASL. Playing in Chicago Stadium, the Sting consistently outdrew the Bulls and the Black Hawks, attracting three SRO crowds. Over 19,000 attended a game with Tampa Bay, a *world* record for an indoor match.

July 11: The Other Super Bowl

What's the best-kept secret on the American sports scene? It's that the most popular event in the world of sports will be contested later this summer: World Cup soccer. On July 11, two yet to be determined nations will play for the world championship in Madrid, Spain.

Twenty-four nations remain in the quadrennial competition. Poland will be there. So will El Salvador. Kuwait and Cameroon have qualified. But not the United States. In 1980, the U.S. national team competed in first round action against Mexico and Canada. Two of the three earned the right to advance; the U.S. earned the right to watch from the sidelines. The poor showing was disappointing and somewhat unexpected. The U.S. had advanced in the past, and the quality of our players had improved dramatically. Some observers blame the loss on a poor selection process, noting that some of this nation's finest players were not on the team. The coach, Walter Chyzowich, has since resigned.

This year's tournament has a familiar twist. The host country, Spain, is listed among the favorites, a 5-1 shot to take the Cup. The last two World Cups have been won by the host country: Argentina in 1978 and Germany in 1974. The emotional atmosphere of the competition and the familiarity of the city and climate

in the four weeks of Cup play give the home country a great advantage.

The Spanish team is known for its "Latin style" of soccer, which emphasizes short passing, quickness and individual flair. Another favorite is West Germany (at 4-1 odds), a physical team that relies on precision passing and tactics. Two other countries that can officially be labeled top choices are Argentina (7-1) and Brazil (9-4). Both play the Latin style, or "one touch soccer," and are led by impressive individual talents: the Argentines by Diego Maradona, a 21-year-old midfielder who many are calling the heir to Pele, and Brazil by the forward Zico, an explosive scorer.

The United States must look ahead to 1986. The push is already underway. The player selection process has been improved, a new coach will be named shortly and more practices will be scheduled than in past years. In March, the national team traveled to Trinidad and looked impressive winning and tying in two contests against that nation's best. If the improvement continues, Phil Woosnam, NASL commissioner, has no doubt that all the hoopla will reach our shores. "All that's needed is a showing like our hockey team had in the 1980 Olympics," Woosnam says. "Then you'll see some soccer mania here."

Demand for outdoor season tickets in '82 has more than doubled, and management projects an average of 15-17,000 fans for home games. Stern is even beginning to think the two-stadium setup might be a blessing in disguise, noting that the Sting may be the first sports franchise in history to attract two different sets of supporters to home games.

The Sting phenomenon has also captured the attention of the press. Both the *Tribune* and *Sun Times* now have regular soccer reporters, and the television stations afford steady coverage. "I'm a bit envious of the attention they're getting," admits Bulls' managing partner Jonathan Kovler, "but that's what you get when you win."

With the fans and press on board, the chances for financial salvation are greatly improved. SportsVision, Chicago's new pay-television station, will feature the Sting along with the White Sox, Bulls and Black Hawks. Revenues generated by charging fans to watch at home will improve the bottom line. The players would also like to see it used to pay for the back and front lines. During the off-season, stars Frantz Mathieu and Steffenhagen were in the headlines as they negotiated new contracts.

If the team is going to win this year, much of the burden will again fall on Granitza and goalie Dieter Ferner, who won all five shootouts in which he was involved, including the title game. Granitza, now 30, was the league's second-leading scorer and best turn-and-shoot player. If he continues to keep up his goal scoring pace, and forward Pato Margetic can put the ball in the net more often to help provide a more versatile attack, the Sting can repeat. Says five-year veteran Derek Spalding, "It was embarrassing during those early days. Now we know what it's like to win."

Up in the front office, the irrepressible Stern is busy as a bee implementing his "second five year plan." After going it alone for almost eight years, he is even considering syndicating a piece of the team, preferably to a major corporation. "This is the first time I could honestly approach someone and say I've got a product that is worth something," Stern says with a smile. It's a product that the rest of the NASL owners would love to package and sell in their own towns. Soccer, Sting-style, is playing pretty well in Peoria, and everywhere else in the state of Illinois. ★

Steve Fiffer went to his first Sting game at Comiskey Park last year. Unfortunately, the game was at Wrigley Field.

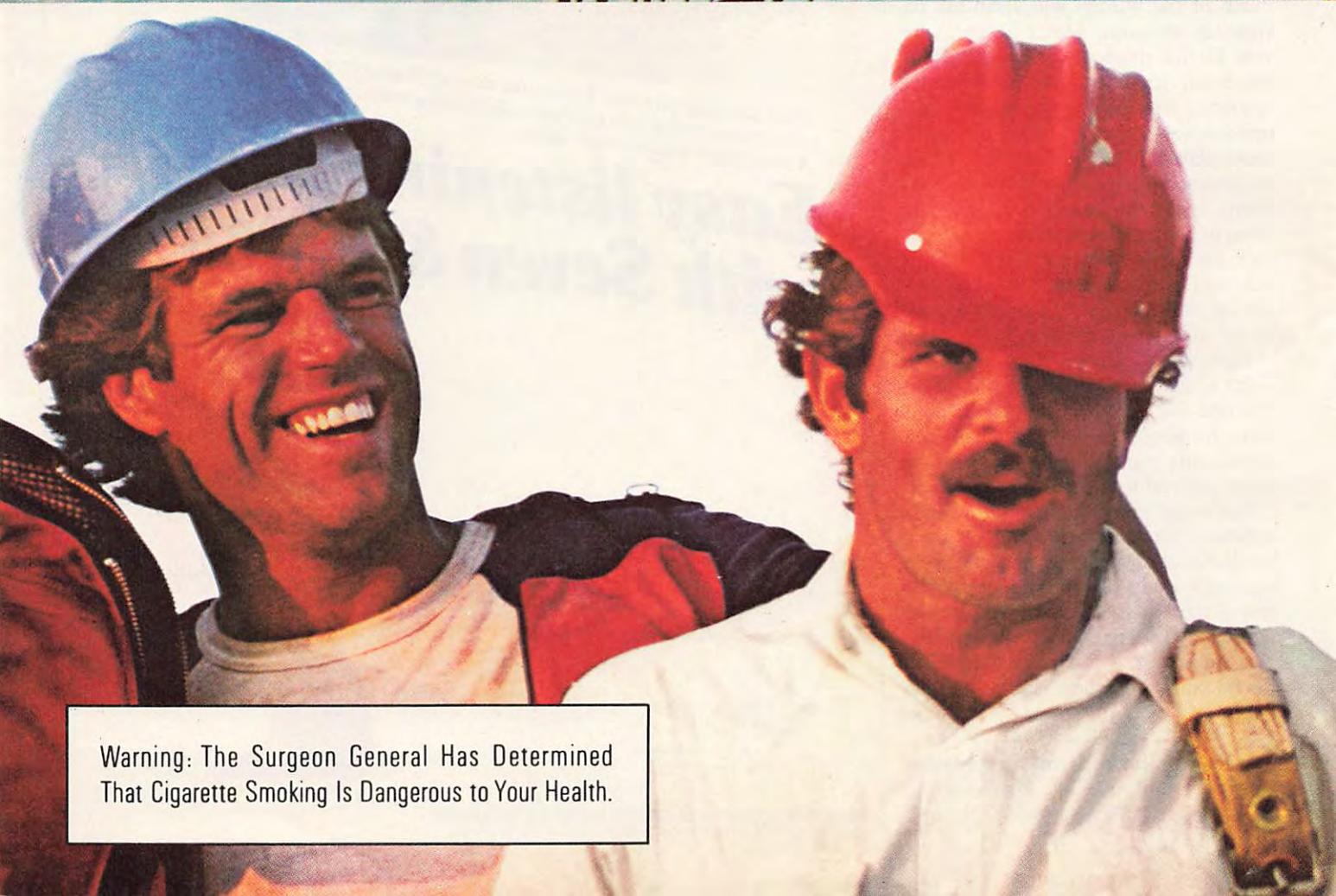


Easy listening stirs with the exciting taste of Seagram's 7 & 7UP. Whether it's country and western, jazz, or disco. Everything sounds better with 7 & 7. A bit of sound advice—moderation.

Easy listening stirs with Seven & Seven



SEAGRAM DISTILLERS CO., N.Y.C. AMERICAN WHISKEY-A BLEND, 80 PROOF.
Seven-Up® and "7UP" are trademarks of the Seven-Up Company. © 1982



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

ULTRA LIGHTS: 4 mg. "tar", 0.4 mg. nicotine,
LIGHTS: 11 mg. "tar", 0.9 mg. nicotine,
KING: 15 mg. "tar", 1.1 mg. nicotine, av. per cigarette, FTC Report DEC. '81.

inSton

Nobody does it better.

This is your world.
This is your Winston.
Smooth. Rich.
Taste it all.



THE GREENING OF COLLEGE BASEBALL

College baseball? Surprise. More and more fans are paying to watch it and more and more major league scouts are paying attention.

by Jim Martz

Unless you were one of the 120,000 fans who jammed Rosenblatt stadium—home of the Kansas City Royals' Triple A farm team—for 15 games last May 30-June 8, you missed what was probably the best baseball played in the summer of the major league strike. On those days, the city of Omaha played host, as it has for 33 years, to the eight-team, double elimination NCAA Division I baseball championship known as the College World Series.

And unless you plan on being there during Series week this year, June 4-12, you might not understand why the College World Series is fast becoming something of a summer classic for baseball fans. You might not realize that Omaha is chosen not solely for its central location, but for the way the community has embraced—and enhanced—this tournament, showcasing the state of the art (it's the art of the state) in college baseball.

For the best college baseball teams in the land, the road to the Series begins with a tournament field of 36 teams: 24 are conference champions and automatic qualifiers, 12 more receive at-large bids. Regional playoffs narrow it down to eight schools, who then pack up their cheerleaders and aluminum bats and head for Omaha.

That's where the festivities begin. Eight local service clubs adopt one of the visiting teams, dining if not wining them at farm-style barbecues and generally treating them, in the words of one veteran, "like the kings of Nebraska." There's even a Queen, Princess and eight Sweethearts of the Series chosen from local colleges to provide even more royal atmosphere. Though the tournament teams bring small rooting contingents with them, it is the support of the Omahans that makes the CWS unique. Neutrals (no Nebraska team has ever competed) quickly become partisans, and there are always more than enough enthusiastic and knowledgeable fans to fill the 15,000-capacity park.

And there's a lot to shout about: over the years the fans have seen some great baseball and some great players make names for themselves, including Dave Winfield (Minnesota), Mike Schmidt (Ohio), Rick Cerone (Seton Hall) and Fred Lynn (USC). Few will forget the 1973 College World Series when USC trailed Minnesota, 7-0, in the bottom of the ninth. Minnesota pitcher Winfield had struck out 15 Trojans and given up only one hit. But USC struck for eight runs and captured the championship for the fourth straight year. And few will remember that Vice-President George Bush played first base for Yale in the first two world series held at Western Mich-

igan University in Kalamazoo.

The audience and the excitement are swelled each year by professional scouts and more recently by the national cable television network, ESPN, which has exclusive rights to all College World Series games this June. Last year's Series semifinal was carried live by NBC, marking the first time a major television network had ever broadcast a college baseball game nationwide.

Majoring in Baseball

Once starved for the kind of attention and funding that college basketball and football enjoy, baseball is showing new revenue-producing potential and, at the same time, a refreshingly relaxed (tie games are not unheard of) and non-professional image. The college game has also started to give a good account of itself in comparison with minor and major league baseball.

"There has been a dramatic improvement in college baseball in the last 10 or 15 years and I don't foresee anything stopping the rise," says Rod Dedeaux, who has coached the University of Southern California to a record 11 Series titles in his remarkable 40-year career. "New ball parks are providing comfortable places for people to watch games and see just how good college baseball has become." At Arizona State, the defending Series champions play in an 8,500-seat stadium that puts most minor league facilities to shame. In all, attendance at college and junior college games has ballooned from 5.1 million in 1979 to 6.8 million in 1980 to 8.3 million last year.

But just how great a game is it? Along with the sizzle, there must be steak to keep the fans' appetites up for the games. Could top college teams compete with Class A or AA professional, minor league teams? The experts are mixed in their opinions, along predictable lines.

"It's hard to make that type of a comparison," says USC's Dedeaux. "But on any given day, I believe that we in the Pac-10 could hold our own with the top

All-Star Alumni

Talk about students of the game. College baseball has some very distinguished alumni, especially these all-time, all-star lineups from the phenom factories of the Sun Belt.

University of Southern California

1. Don Buford, OF
2. Ron Fairly, 1B
3. Fred Lynn, OF
4. Dave Kingman, DH
5. Steve Kemp, OF
6. Rich Dauer, 3B
7. Roy Smalley, SS
8. Gary Sutherland, 2B
9. Rene Lachemann, C
- LHP Bill Lee
- RHP Tom Seaver

Arizona State University

1. Bump Wills, 2B
2. Hubie Brooks, OF
3. Rick Monday, OF
4. Bob Horner, 1B
5. Reggie Jackson, DH
6. Ken Landreaux, OF
7. Sal Bando, 3B
8. Alan Bannister, SS
9. Duffy Dyer, C
- LHP Larry Gura
- RHP Craig Swan



Shortstop Doug Baker leads ASU in defense of their title.



Miami's Steve Lusby aims for the seats—which are always full.

Class A clubs. The caliber of college ball nationally is very, very underestimated."

Bill Livesey, Yankee player development director, disagrees. "A college team may have three to five players who could play in the Class A Florida State League, perhaps, but not 25. Day in and day out, the quality of a minor league pitching staff is definitely superior. When our first-year players get downhearted because their .450 college average has dropped to .250, we tell them, 'Those pitchers you hit .450 against are still playing amateur ball.'

Those you went one-for-four against, we signed.' "

Lynwood Stallings, Houston Astros scouting director, believes it's a fallacy for a college coach to think his players can go straight to Double A ball. "We try to combat that talk," he says. "Rod Boxberger of USC (a standout on the 1978 CWS champions) went to Class A and fell flat on his face. There's just no validity to the fact that you can go to college and right to AA. Bob Horner of Arizona State (who went right to the majors) was an exception to the rule."

Horner himself believes that his alma mater, Arizona State, fields a "top of the heap Double A team," and that "college gives players a little more of a head start than the minor leagues. College players often play in better facilities and are more tightly scrutinized. There's a lot more one-on-one instruction than what I've seen of the big leagues and what I've heard of the minors."

The argument will continue, but one conclusion is inescapable: there are more and better professional baseball prospects in the college ranks than ever before. Setting the course are the multi-sport super athletes like Kirk Gibson of the Tigers (a football star at Michigan), John Elway (Stanford's all-American quarterback, who spent the spring in the Yankee organization) and Danny Ainge (who tried baseball first with the Toronto Blue Jays before opting for the NBA Boston Celtics). They may be leaning toward baseball for the big bucks that free agency now offers as well as for longer and healthier careers. One pro scout also surmised that today's would-be baseball stars are more realistic and want to have the options that a college diploma offers them should their athletic careers fall short.

Keeping Up With Class A

Whatever the reason, the 1980 Baseball Register showed that of the 976 United States-born players on major league rosters, 711 (or 72.8 percent) had attended college. This percentage was

Baseball 101: The Class of the College Coaches

Over 175 different schools have played in the NCAA regional baseball playoffs and 83 teams have made it to the College World Series in Omaha. Yet schools from the Sun Belt have won 27 of 35 national championships, including the last 15 in a row.

How do they do it? Well, the Sun Belt does have the best *high school* players and programs in the country, and the weather is obviously a factor, allowing schools in California, Arizona and Texas to schedule as many as 140 games a year. But probably the main reason is great teaching; all of the four dominant schools have had the same coaches for at least 10 years—coaches, who along with their top assistants, might be able to work similar magic for some uneducable major league teams.

Jim Brock, Arizona State. Coach

Brock's players always run out their walks; 29 have gone on to the pros. Going into the '82 season, ASU was 526-154 in Brock's 10-year tenure and College World Series champions in 1977 and 1981. Arizona State is always one of the top offensive clubs in the nation, thanks to hitting instructor Ben Hines, but this season their defense was also among the statistical leaders and they once had eight pitchers with ERAs under 2.00. They are again the team to beat.

Rod Dedeaux, Southern California. Dedeaux has won 11 CWS titles in 40 years with the Trojans, including five straight beginning in 1970. An admirer of Casey Stengel, Dedeaux stresses fundamentals and bench jockeying. After losing 11 of last year's players to the major league draft and starting out 18-24, USC was on its way to what could be its

first losing season since 1945.

Cliff Gustafson, Texas. Gustafson's teams have reached the World Series nine times in his 14 years there, winning it all in 1975. The coach's total record for the Longhorns is a remarkable 669-141-1 going into '82. Although he takes a low-key approach to teaching the game, Gustafson is known for producing outstanding pitchers like Burt Hooten. The Longhorns have been anything but low-key this year, firing out to a 39-2 start.

Jerry Kindall, Arizona. Tenth-year coach Kindall (392-158-3) does more with slightly less talent than the other powers attract. He's helped enormously by pitching coach Jim Wing and hitting guru Jerry Stitt. National champions in 1980 and 1976, the Wildcats have been inconsistent this year, dropping in and out of *Collegiate Baseball's* Top 30.

11.6 in 1938 before rising to 27.6 percent in 1946 and 44.3 percent in 1961. In the regular phase of the 1981 June draft, 17 college players were selected in the first round. (They can be drafted upon turning 21 or finishing their junior year,

whereas junior college players are eligible at any time.) The most ever chosen off the campuses before that was 10. In the first two rounds, 35 of the 52 players chosen were from colleges; the most before that was 17.

The Houston Astros became the first team to draft all their players from the college ranks, taking 26. Baltimore, Minnesota, Montreal, the Yankees, Oakland, San Diego, Seattle, Texas and Toronto also took a high percentage of

The Barnum of Baseball: How to Sell a Hurricane

It started one unseasonably cool night in 1977 with an 11-course gourmet dinner between second base and third. A tuxedo-clad harpist played on the pitcher's mound while guests dined on pheasant, peeled grapes and truffles flown in from the Black Forest. The price was \$5,000 a plate; the occasion was the dedication of the University of Miami's Mark Light Stadium.

That was the beginning of college baseball, Hurricane-style, a style that may set the tone and the direction for selling the game nationwide. It's the brainchild of coach Ron Fraser, a 20-year veteran who has taken Miami to the College World Series five times, but found himself facing deficits and budget cuts year after year. So, he says, "we decided to go into business; it's the only way to survive. Even if you don't make money, at least you can lose less than you're losing."

The key, according to Fraser, is filling seats. "It's nice to win," he says, "but you can draw well without a winning team, if you promote right. Socially, you have to make your ballpark the place to



Miami's Ron Fraser: College baseball for fun and profit.

be, and that's what we've done."

Last year Fraser hired a full-time promotion director, Rick Remmert. Together, they managed a promotion a night. The San Diego Chicken made his first college appearance at a Hurricane game. They gave away diamonds, used cars, dinners and television sets. They had Bathing Suit Day (everyone with binoculars had to pay double). At a game with the University of Maine, 1,000 lobsters were flown in and cooked at the stadium. A Cruise to Nowhere at \$125 a person raised \$30,000.

The result? The Hurricanes drew a national record 163,261 to 51 home games, jamming the stadium beyond its 4,500-seat capacity 10 times. And they managed to break even. The off-season found Fraser lecturing the major leagues' winter meetings on promotion.

This year Fraser has added 1,000 bleacher seats and Stadium Club skyboxes over the third base dugout. His operating budget is up \$50,000 from last year to \$350,000 and Fraser again vows to do "anything we have to" to bring it all back home.

SEARS HAS MORE SHOCKS THAN THE ROAD OF LIFE HAS BUMPS.

It really doesn't matter what kind of shock absorber your car needs. Sears probably has it in stock. Right now. Right in your neighborhood.

We start with Sears Best SteadyRider® Radial Tuned shocks. And there's our air adjustable and booster shocks for hauling loads and towing trailers.



*Amazingly, Sears lowest-priced shocks are just \$5.99, each.
Prices apply only to the continental United States.*

Then there's our Super Duty shocks for light trucks, vans, and off-the-road vehicles. Finally, Sears has MacPherson cartridges and struts for many imported and front-wheel drive cars.

Almost anything you could need. And chances are, you need something right now. In fact, three out of every four cars on the road need new shocks right now.

The problem is, shocks wear out slowly. So slowly, you might not notice that they're going. But you can still hit a pothole in a hurry. And that can mean big trouble holding your car on the road.



From heavy-duty shocks to air adjustables to MacPherson struts, Sears has more shock absorbers in stock than almost anybody.

The fact is, shocks do a lot more than give you a smooth ride. They hold your tires on the road. Compared to worn out shocks, new ones give you better braking, improved stability, and quicker maneuvering. That's where Sears shock absorbers ride to the rescue.

For instance, our conventional shocks have 40% more ride control area than original equipment on most new cars.

And Sears Best SteadyRider Radial Tuned shocks are temperature compensated. That means you get more control when it's hot, more comfort when it's cold. It also helps keep the SteadyRider steady.

Best of all, Sears shocks

start at just \$5.99, each. We'll also install them for you. And we'll do a professional job at a reasonable price.

One more thing. There's no extra charge for confidence.

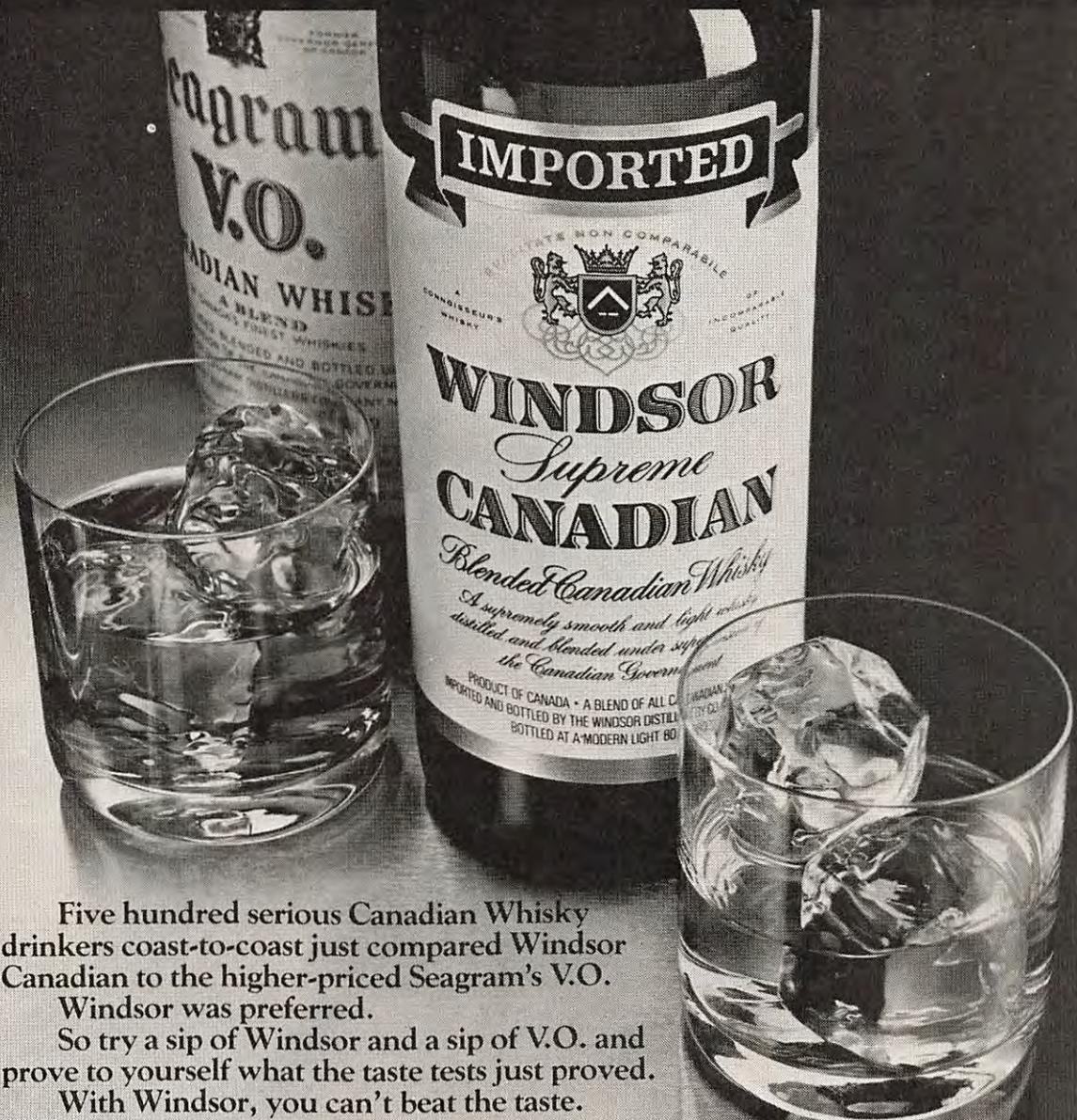


You can count on

Sears

© Sears, Roebuck and Co. 1982

Nationwide taste tests prove it! Windsor Canadian beats V.O.!



Five hundred serious Canadian Whisky drinkers coast-to-coast just compared Windsor Canadian to the higher-priced Seagram's V.O. Windsor was preferred.

So try a sip of Windsor and a sip of V.O. and prove to yourself what the taste tests just proved.

With Windsor, you can't beat the taste. And you sure can't beat the price.

WINDSOR
ONE CANADIAN STANDS ALONE

CANADIAN WHISKY-A BLEND • 80 PROOF • IMPORTED AND BOTTLED BY THE WINDSOR DISTILLERY COMPANY, NEW YORK, N.Y. ©1982 NATIONAL DISTILLERS PRODUCTS CO.

In Search of the Next Reggie

Some 900 players will be selected when major league baseball holds its annual amateur (high school, junior college and college) draft, June 7-9. These collegians could be the first to go and the last to know; they might be on the field in Omaha at the time, playing in the College World Series.

Jeff Ledbetter, Florida State, 1B, OF, P. His 30 round-trippers in his first 43 games this year broke the NCAA single season home run record of 29 and shattered the career mark of 64. In mid-April, the 6-foot-2, 200-pounder was batting .402 and averaging more than two RBIs a game. What's more, he won his first seven decisions as a lefthanded pitcher. Whew.

Alvin Davis, Arizona State, 1B. A great defensive player (just 11 errors in three years), Davis was MVP of the prestigious Alaska League last year.

Jim Traber, Oklahoma State, 1B. Traber throws, bats and thinks lefthanded, say his teammates, and hit .400 to lead the Cowboys to a second place finish in the 1981 College World Series.

Augie Schmidt, New Orleans, SS (Jr.). A slick-fielding shortstop, he hit .352 last year and was batting .402 as of this April.

Phil Stephenson, Wichita State, 1B. Stephenson hit safely in a record 47 straight games last year. This time around he broke the career stolen bases mark (164), arriving safely on 51 of his first 53 attempts. A lefthanded batter, he was hitting .450 halfway through the Shockers' schedule.

Franklin Stubbs, Virginia Tech, 1B (Jr.). Stubbs tied for the national home run title a year ago, but is no free swinger; he generally hits in the high .300s.

Kevin Romine, Arizona State, OF (Jr.). The No. 1 pick out of high school in 1980, Romine is a clone of ASU alum Rick Monday, a slugger with speed.

Brian Mignano, Stanford, P. Six feet four and 200 pounds, Mignano throws a fastball and a hard slider. He started out 8-0 this year with an ERA of one.

Glenn Godwin, San Diego, P. Lefthander Godwin started out nine up and none down this spring, with a 2.40 ERA and 85 K's in 90 innings.

Jim Paciorek, Michigan, OF. Brother of the White Sox's first baseman Tom, this rightfielder was hitting .492 halfway through the season.

college players over high school players.

"We do feel that the quality coming out of college baseball is much better than it was 10 to 15 years ago," says the Astros' Stallings. "A lot of clubs are going to college baseball players. You do have three more years to look at a kid and you can minimize your mistakes. College coaching is better and the facilities are improved."

"But frankly, I wasn't even aware of the fact that we were drafting only college players when it happened. We didn't go in with the idea of taking strictly college players. It just turned out that way."

Despite their tremendous operating costs, estimated at at least \$4-5 million per major league sponsor, the number of farm clubs (Class AAA, AA, A and rookie leagues) has increased from 129 with 2,900 players in 16 leagues in 1979 to 3,600 hopefuls on 144 different clubs in 1982. Sources at the commissioner's office also insist that minor league attendance is at an all-time high. In any case, for the time being, college baseball will remain a source, rather than a replacement for the minor league system.

Says the Astros' Stallings, "I feel the only way it could work out is if the pros provide some of the instructional staff to assist them. But colleges require their staff to have a degree, and there are a lot in pro ball who are qualified but don't have the educational background. I don't see it happening in the near future."

College baseball might be better off *not* becoming the farm system for the pros, if only to avoid the recruiting scandals, academic transgressions, or at least the scrutiny, that big-time college football and basketball have undergone.

"There's just so much money involved in football," says Miami's Fraser. "You're talking millions of dollars, even in the salaries. You can see how the temptation is there. And in basketball, one or two athletes can mean a revenue-producing program for years."

But in this day of probations and investigations, college baseball has remained untainted. According to the NCAA, there are currently *no* schools on probation for recruiting violations or other infractions stemming solely from their baseball programs. College baseball is indeed a valuable and watchable commodity these days, especially, but by no means exclusively, in Omaha. ★

Jim Martz of the Miami Herald keeps his eye on the Hurricane.

Seven Nines for the Final Eight

The field for this year's College World Series has been described as Arizona State and 248 other Division I teams. However, eight teams *will* make it through the regionals to the Series in June. Here are some of the favorites and some of the upstarts who might be running into Arizona State in Omaha.

University of Michigan: Yes, a contender from the frozen North. With coach Bud Middaugh calling all the Wolverines' pitches, and outfielder Jim Paciorek hitting most of the opposition's, Michigan got off to a 15-3 start this season, including 12 wins in a row.

Oklahoma State: Coach Gary Ward brought nine of his national champion junior college players with him when he arrived six years ago and totally revived this program. The Cowboys have a new stadium, they came in second last year and they're getting better every game.

University of Houston: Ranked as high as second nationally during the season, the Cougars are a solid, veteran team without real stars. Under coach Rolan Walton and invaluable assistant Bragg Stockton, they had assembled a 29-7-2 record by April.

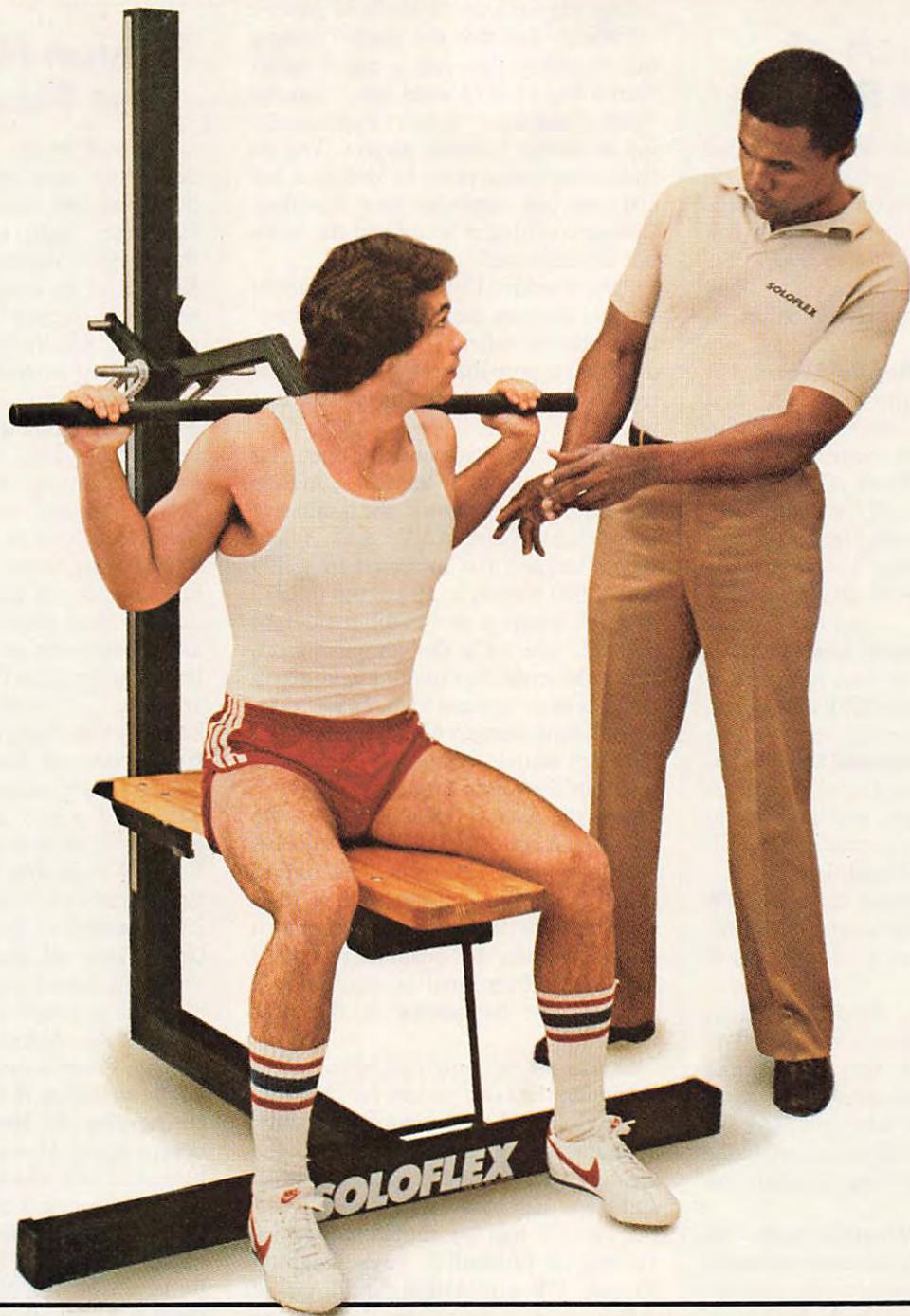
University of New Orleans: The Privateers have a great-hitting shortstop in Augie Schmidt and a highly visible coach in Ron Maestri, a promoter from the Ron Fraser school. They sailed off at 32-10, including 18 straight.

University of Hawaii: A relatively new program, Hawaii has a strong talent base of its own and Les Murakami can't have that tough a time recruiting from elsewhere. Early this season, the Rainbows took three of four from Cal State-Fullerton, ranked No. 1 in preseason.

Oral Roberts University: The Titans could be the surprise team of the year. Larry Cochell lost nine players to the pros last year and did not have a returning pitcher with a college win to his credit. But he did have pitching coach Jim Brewer, who's turned out the first pitcher picked the last two drafts. This season, righty Paul Haley and lefty Terry Rupe got the Titans off to an 18-3 start.

University of Nebraska: Led by coach John Sanders and first baseman Steve Stanicek (a .510 hitter into April), the Cornhuskers have been ranked as high as eighth this year. If they can just stay that high and make it to the Series, watch the host city of Omaha go wild.

GALE SAYERS ENDORSES SOLOFLEX®



"Soloflex is the best designed, best built, and best performing weightlifting tool on the market. You can take my word on it. Better yet, call for the free brochure."

Gale Sayers

Gale Sayers

Pro Football Hall of Fame

For a free Soloflex® brochure call 1-800-453-9000

or write Soloflex, Hillsboro, Oregon 97123

24 traditional barbell, pulldown and freebody stations. \$495.00

THE BIG FIGHT VERSUS THE BETTER FIGHT

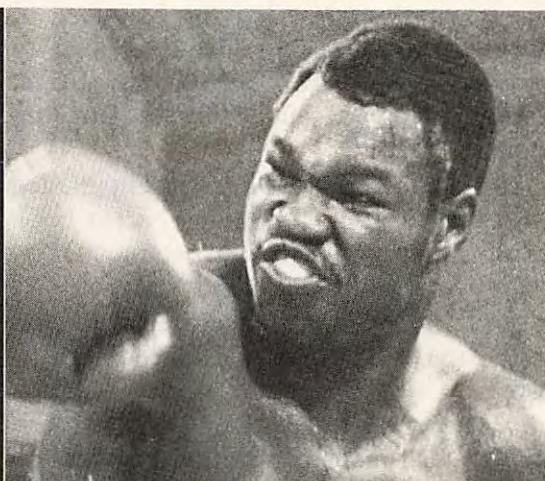
Holmes vs. Cooney? Oh, it has plenty of glamour. But Hagler vs. Hearns should be the better fight.

by Randy Gordon

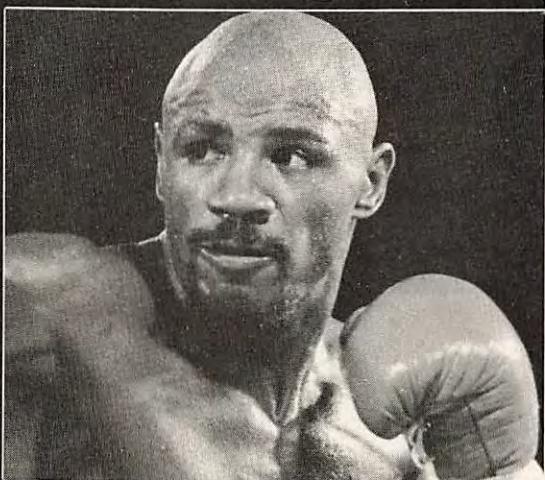
This is more than the greatest fight I've ever promoted. This is more than the greatest fight of all time. This is the greatest sporting event of all time!"—Promoter Don King, on the Larry Holmes-Gerry Cooney heavyweight championship fight.

"What we have here is a fight for boxing connoisseurs. It is a fight between two proven professionals whose styles make this an interesting matchup. Both are proven knockout artists who can box with the best. If ever there was a match made in heaven, this is it!"—Promoter Bob Arum, on the Marvin Hagler-Thomas Hearns middleweight championship fight.

In the next month two important fights will take place. One you've heard a lot about—on June 11, Larry Holmes will defend his World Boxing Council heavyweight title against Gerry Cooney in Las Vegas. You probably haven't heard so much



COONEY VS. HOLMES



HEARNS VS. HAGLER

CARBURETOR GETS 200 MPG!

BY R.C. WEBSTER

WASHINGTON—Establishment of a new world record for fuel economy—an incredible 1,368 miles per gallon achieved in the Shell Motor Mileage Marathon by a special three-wheel vehicle with 90cc engine—has touched off a stampede among car manufacturers and tinkerers to drastically increase the gas mileage of cars.

They are attempting to achieve this by means of the Pogue Carburetor, a device which the Ford Motor Co. has shown can deliver over 200 mpg to an ordinary sedan. This gas-miserly carburetor has never been mass-produced.

The Pogue is covered by several patents issued by the U.S. Patent Office here, but a recent book asserts that the patents are invalid, that anyone can now build the Pogue without legal restraint.

As a result, vendors, parts manufacturers and entrepreneurs are racing to mass-produce this peerless fuel conserver.

The book, *Secrets of the 200 MPG Carburetor*, contains full details, instructions and diagrams on how to construct the Pogue. It states that anyone can build the carburetor, even in a home workshop. Copies are available from Premier Distributing, P.O. Box 404-S, New York, N.Y. 10019, at \$4.95 (plus \$1 to cover the costs of postage and handling; total, \$5.95).

The Pogue Carburetor is named for its inventor, Charles N. Pogue, now 81 and ailing in a Winnipeg, Manitoba, nursing home. Pogue is making no attempt to prevent others from producing and marketing his invention.

205 MPG

The Ford Motor Co. of Canada, in a test documented in *Secrets of the 200 MPG Carburetor*, proved that the Pogue Carburetor does indeed achieve a remarkable 25.7 miles per pint—or 205 miles per gallon.

Allan Wallace, author of *Secrets of the 200 MPG Carburetor*, says the Pogue's gas mileage is not all that remarkable.

He contends that others have invented carburetors with exceptionally high gas mileages, too, but that the American people have been kept in the dark about them by the oil companies in order to preserve gas sales.

To support his assertion, Wallace documents several instances of stupendous gas mileages, including 84 mpg achieved by Ralph Moody Jr. of Oak Hill, Fla., with a Ford Capri, and 100 mpg by Thomas W. Ogle of El Paso, Texas, with a Ford Galaxie.

Wallace says he has amassed enough case histories "to fill a set of volumes the size of an entire encyclopedia." He includes construction details for the most interesting and feasible systems in his book.

"I feel the public has a right to know how to produce its own high-mileage systems," he says. "If enough people are tooling around in 100-mpg cars, the auto and oil industries will have no choice but to offer fuel-efficient carburetors in all production models."

80% FUEL WASTE

Wallace says the average car burns only 20 percent of the fuel it consumes. The rest is lost, unburned, and is emitted through the tailpipe to pollute the atmosphere.

All successful high-mileage carburetors drastically increase the percentage of fuel vaporized and burned. "There is no reason why the average car's 20 percent can't be increased to 80 percent," Wallace asserts.

"The carburetor of today is little changed from what it was 50 years ago," he says. "I'm hoping that my book will spur a change—to the benefit of the nation, the ecology, and the consumer."

To obtain a copy, readers of this magazine need merely send their name and address with \$4.95 (plus \$1 for postage and handling; total, \$5.95) to Premier Distributing, P.O. Box 404-S, New York, N.Y. 10019.

This book is sold with a guarantee of satisfaction or your money back, and is most enthusiastically recommended.

Bob Arum vs. Don King: The Fight Behind The Fights



Buttoned-down Arum: Legal eagle behind Hagler-Hearns.

The biggest matchup in boxing, this month and all year long, is Don King vs. Bob Arum. It is appropriate that they are behind these two fights that are competing for the designation of Fight of the Year, and it is typical of their own fierce rivalry that these two events have been scheduled within three weeks of each other. But this is just the next round in a battle that has lasted for a decade.

King and Arum are the two most powerful men in boxing. King, at 6 feet 1 and closer to 240 pounds than is Gerry Cooney, is larger than most of the fighters he promotes. In fact he tends to

promote himself as much as any event he is sponsoring. "The most magnanimous promoter in the world" is how he likes to describe himself.

Bob Arum is as reserved in public as King is boisterous. King received his education in the streets of Cleveland as a hood and in the Marion Correctional Institute in Ohio as an inmate convicted of manslaughter. Arum received his education at Harvard. In boxing's back rooms, however, Arum is every bit as ruthless and powerful as his rival.

"Those two guys are ultrapowerful," says one fight manager. "They manipulate the WBA and WBC the way you manipulate a kid with a piece of chocolate." Only they don't use chocolate.

Both promoters can trace their power back to Muhammad Ali. Arum began his boxing career as a legal representative for Ali in the Sixties. He promoted several of Ali's heavyweight title defenses, including all five of Ali's defenses in 1966. King emerged as a major force with his promotion of the Ali-Foreman title fight in Zaire in 1974—at the time the most lucrative title fight ever held. Since then he has promoted dozens of championship bouts and hundreds of other boxing events. The Holmes-Cooney extravaganza promises to set yet another revenue record.

King's trademark is the extravaganza. Arum promotes many more bouts, few



Fired-up King: Big pitchman in front of Holmes-Cooney.

of them spectacular—a considerable number of them for his weekly fights on ESPN.

When asked about Arum, King rolls his eyes as if he doesn't know whom you're talking about. "You mean that other promoter?" he asks. "Bob Whatshisname?" Arum shakes his head at the mention of King's name. Their competition probably helps them, and they'll cooperate when that will help them. But they don't have to like each other.

They bring to mind what Ali once said of heavyweights: birds of a feather flock together, but birds of prey fly alone.

about the other fight—on May 24, the undisputed middleweight champion, Marvin Hagler, will fight the former welterweight champion Thomas Hearns in, of all places, Windsor, Ontario. The fight you probably haven't heard much

about is the one you will be talking about long after both fights are over.

Talk is often the best part of a fight. In the case of Holmes-Cooney, the talk has certainly gone the distance: boxing's unbeaten heavyweight king, Holmes

(39-0), vs. the unbeaten but untested giant from Huntington, Long Island, Cooney (25-0); boxer vs. puncher; black vs. white. There were hard feelings expressed in the buildup toward the bout's original date in March; after a postpone-

Sugar Ray Leonard: The Fighter Beyond The Fights

As big as the Holmes-Cooney and Hagler-Hearns fights are this month, the biggest name and draw in boxing, Sugar Ray Leonard, will be watching from ringside. With interest.

What does he expect to see?

"I've always liked Cooney's chances," Leonard says of the heavyweight bout, again going his own way. "Even with the long layoff, Cooney can win the fight. But I think he better do it early."

Leonard's interest in Hagler-Hearns is somewhat more personal. A future match with Leonard may be the real prize for the winner. And Leonard ex-

pects the winner to be Hagler. "I'm always up for a good challenge," says Leonard. "That's why I'd like to fight Hagler, who should have his hands full against Thomas. So many people say, 'Ray, you can't beat Marvin. He's too big and too good. Stay away from him.' I like that. It'll make me work harder."

But what if Hearns should upset Hagler?

"It won't happen," says Janks Morton, Leonard's trainer. "Hearns' confidence is gone since losing to Ray. If Hearns is going to do anything against Hagler, he had better do it early."

But what if, just if, Hearns beats Hagler. Will we see Leonard-Hearns II?

"That fight might happen," says Mike Trainer, Leonard's closest advisor. "I've always thought Hearns was a helluva welterweight contender. Then he stepped up and began running around fighting middleweights. By doing so, he took himself out of a mandatory shot at the title. Quite frankly, I don't think he wants Ray again."

Mike Trainer leans back in his chair.

"We'll just have to sit back and take a look at the whole picture, won't we?" He and Leonard both smile.

Hagler and Hearns go for the kill out of instinct; for Cooney and Holmes it's personal.

ment caused by a shoulder injury to Cooney, the feelings got harder.

The talk surrounding Hagler-Hearns is also hyperbolic: the powerful welterweight, Hearns, seemingly invincible until he ran into Sugar Ray Leonard last September, vs. the still seemingly invincible middleweight champ, Hagler; boxer vs. boxer and puncher vs. puncher; rock chin vs. rock chin; an elimination bout to earn an audience with Leonard.

In any boxing match, contrasting styles make or break the fight. Larry Holmes, Gerry Cooney, Marvin Hagler and Thomas Hearns are, in truth, four fighters who combine the abilities to box cleverly and punch savagely. Their combined careers have produced 126 knockouts in 157 fights, for a combined KO percentage of an astounding .803. All four employ a fine defense, but prefer to hit hard and often. They hit harder in the Holmes-Cooney class, so you can ex-

pect the fight to end before the final bell. But in both matches, the winner will be the man whose fists land first, hardest and most often, not the man with the best defense or the best legs. All four can and will go for the kill.

Hagler and Hearns will go for the kill out of instinct; for Holmes and Cooney, however, instinct has been reinforced by mutual animosity. When asked about Cooney's shoulder injury that led to the delay of their fight, Holmes said, "Cooney had a team of doctors check his shoulder out. They should have checked his head!" One factor that could play a very large role in this fight—and one of the few factors that has been largely overlooked in all the fight buildup—is the explosive temper of both fighters. Both are volatile. Both are hotheads. Neither has a sense of humor in the ring—unlike, say, Muhammad Ali or Max Baer or Jack Johnson. They will be

cursing and provoking each other from the time they duck through the ropes.

Holmes-Cooney: You Must Remember This

The background of their animosity has been told and retold—in part because there is less to say about their relative skills, since Cooney is so inexperienced. There was the original run-in at a fight in Mexico City two years ago where each man claims the other hurled personal and racial epithets at him. There was the scuffle on national TV after Holmes' narrow defeat of Renaldo Snipes last year. There was the controversy over the shoulder injury. And there is Holmes' bitterness over his conviction that Cooney received a free ride to the top of the heavyweight rankings because he is white.

Yet Cooney is the reason why the final pot of gold for this fight will surpass \$40 million—\$20 million of which has been guaranteed to the fighters. Being big and a hard puncher has less to do with Cooney's marketability than does his being white and unbeaten. Cooney's followers are buying this fight to see Cooney knock out Holmes. Holmes' fans are buying it to see the champion not just defeat Cooney, but beat him up, humiliate him, debunk him.

Will the fight be worth the long wait? With all that's been written, little has been said about that with certainty. We can expect Cooney to come out fast with both barrels blazing (assuming his left shoulder has recovered), looking to take out Holmes early. He outsizes Holmes by three inches and outweighs him by 15 pounds. Holmes is expected to stay away from Cooney for the first few rounds—relying on lots of movement, his stinging left jab and 10 years of experience—and then go about the business of breaking Cooney down. The conventional wisdom says that the longer the fight lasts, the slimmer will be Cooney's chances for victory.

Stamina is on Holmes' side, despite the contention of Dennis Rappaport, Cooney's co-manager, that things will get rougher for Holmes as the fight wears on. "Cooney has never stopped working out," says Mike Jones, Rappaport's partner. "He trains extremely hard in the gym every day." So do a lot of guys, but that doesn't make them



LECTRIC SHAVE MAKES YOUR BRISTLES STAND UP FOR A CLOSER SHAVE.

Lectric Shave is putting its money where your face is. Here's the deal: apply Lectric Shave to one side of your face. Then use your electric razor. Compare the Lectric Shave side with the dry side. The Lectric Shave side should feel closer, smoother. That's because Lectric Shave makes your beard stand up. So you shave closer, faster, with less irritation.

OR YOUR MONEY BACK.

GUARANTEE

If you don't agree that Lectric Shave gives you a closer shave, we'll give you a complete refund. Just send your bottle of Lectric Shave with the unused portion and the cash register receipt with the purchase price circled to: J.B. Williams Lectric Shave Guarantee Offer, P.O. Box 5036, Hicksville, New York 11816.

Have a barrel of fun on a gallon of gas.

Introducing the perfect mixture of fuel economy and fun. The 1982 Honda Urban Express®. At up to 100 mpg*, it'll save you a lot of gas on those short hops. Which means you'll save a lot more money in the long run.

The Urban Express is really easy to ride. There's an automatic clutch so you don't have to worry

about shifting. And there are no pedals to pump.

The Urban Express has a lot more style, too. And it won't cramp yours because it's designed to give you a much more comfortable ride. Thanks to higher handlebars and a better-positioned seat for

more legroom. There's even a longer front fork and a larger front tire for that big bike look.

So if sticker prices are sticking you up and gas prices are getting you down, express yourself. Get a Honda Urban Express. See it at your local Honda dealer today.

HONDA EXPRESS

FOLLOW THE LEADER.



*Based on tests in normal city traffic with a maximum speed of 25 mph with a 155 pound rider. You may get different mileage depending on how fast you ride, weather conditions, vehicle load and trip length.

ALWAYS WEAR A HELMET AND EYE PROTECTION. Designed for operator use only. Not available in Maryland. Specifications and availability subject to change without notice. ©1982 American Honda Motor Co., Inc. For a free brochure, see your Honda dealer. Or write: American Honda, Dept. 958, Box 9000, Van Nuys, California 91409.

BOX OF AIR WITH ANY PAIR.

Save \$11 on a \$29.95 value portable air compressor kit when you buy any two Gabriel special-purpose shocks or struts. Just plug it into your car lighter and use it on tires. On toys. On footballs, volleyballs, and rafts. Ideal for summer. So see your participating auto parts store or service station now. Before the offer floats away July 31, 1982.

Gabriel
SHOCKS & STRUTS

*Based on the reg. sugg. selling price of \$29.95.

15-round fighters. The postponement of the fight has brought to 13 months the period of Cooney's inactivity; he has fought a microscopic 3 minutes and 43 seconds in the last 25 months. Holmes has fought a total of 40 rounds in that time. He has also had to pick himself off the floor in one of those rounds, against Snipes. The Champion has shown his heart many times. Cooney's heart is a large question mark. He has never had to reach down and pull out a championship effort. Holmes has, and it could mean the difference in this fight.

Of 40 experts polled in January, 21 picked Cooney to upset Holmes. Today, all 19 who originally picked Holmes are sticking with him, but eight of Cooney's 21 have defected toward the champion. Now 27 of them favor Holmes, 13 Cooney.

The long wait has simply raised more questions about a fight that was a mystery in the first place. How rusty is Cooney? How is his shoulder? How is his psyche? And how good is he anyway?

Hagler-Hearns: A Case of Do or Die
There is less mystery, less talk and less

glamour surrounding the fight between Hagler and Hearns. But the interest of fight fans should be sharper, for this fight promises to be a memorable, thrilling, multi-round classic. It is a better matchup, involving opponents with greater skills who have more at stake.

Thomas Hearns (34-1, 31 KOs) is the

The futures of Holmes, Cooney, Hagler and Hearns will be determined by what happens this month. Here are the options they face.

Larry Holmes

In Victory: Whether he wins in simplistic fashion or in a brutally tough fight, Holmes certainly will fight again, despite persistent rumors that "this is it." It would be nice to see him unify the title and then retire as undefeated champion. Quite possibly, rematches against Trevor Berbick, thus far the only challenger to last the distance against Holmes, and Renaldo Snipes, who floored the champ last November, will happen.

former welterweight champion who lost his title to Leonard in a rousing, seesaw fight last year. At 6 feet 1, he remains tall even as a middleweight. But any rise in weight class exacts a price, and, especially against Hagler, Hearns won't find the power advantage he enjoyed as a welterweight. He will weigh 155 pounds, 10 pounds over his former fighting weight but five pounds lighter than Hagler.

A victory will make Hearns the middleweight champion, a distinction only five other welterweight titleholders have achieved; it would erase the memory of the defeat to Leonard and set up a rematch with Leonard that would be more lucrative and even more impatiently anticipated than their first fight. A close loss to Hagler would probably not hurt Hearns too badly, given the obstacles involved in the fight, but a one-sided defeat could be a serious setback. A loss like that would almost certainly drop him out of the top money Hagler and Leonard class. A loss like that is a serious possibility.

Marvin Hagler (54-2-2, 45 KOs) is taking an even bigger risk. Hagler struggled against long political odds to win his title and enter the big money circus. He was ducked and stalled for years because he insisted on maintaining his independence from the major promoters. Hearns will be the toughest opponent of Hagler's career. If he loses, especially if he gets caught cold and is stopped early, the chances are he will have to stand in line behind Leonard, Wilfred Benitez and two or three others before another title match would come his way.

Here, briefly, is how the middleweights match up.

Style. Hagler is a southpaw by design,

What Will Happen Next:

In Defeat: A quick knockout at the fists of Cooney will send Holmes into retirement just as quick. A loss in a close, hard fight will spell R-E-M-A-T-C-H.

Gerry Cooney

In Victory: The most logical course for Cooney to take would be a unification fight against the winner of the Mike Weaver-Tex Cobb WBA title bout. However, logic hasn't exactly governed Cooney's career. So, don't be surprised if Cooney's first defense is against a lesser opponent.

In Defeat: Should Cooney get annihilated by Holmes, the climb back will be agonizingly slow. Should Holmes beat Cooney in an exciting brawl, it would do

but a natural righthander; he can box out of either a lefthanded or an orthodox stance. He is smart and polished and can throw every punch in the book well. He can use the full ring when he has to. He has a crisp, snappy jab, off of which he works potent combinations.

Hearns, a tall righthander, is a stand-up boxer with the punch of a slugger. He usually is the aggressor; he can cut off the ring as well as any other fighter in boxing. He is most effective moving forward, but he proved against Leonard that he can fight backing up as well.

Strengths. Hagler is a solid puncher with either hand. When he is fighting in his southpaw stance he can knock an opponent out with a single left cross; from an orthodox stance he can do it with his right cross. He has an exceptional right jab, and he hooks very well off the jab. He throws a lot of combinations. He is very strong physically, though he is smaller than Hearns, and he has excellent balance.

Hearns may have owned the best left jab and right cross in the welterweight division. He is a very fast starter, stopping five of his 36 opponents in the first round; 21 of his 31 knockouts have come in the first three rounds. He is an excellent finisher. Once he has a man hurt, he rarely lets him off the hook. He has very quick hands.

Weaknesses. Hagler is not particularly fast and there are middleweights who can outrace and outpunch him. He can be effectively counter-punched by left hooks to his stomach, thrown by faster-handed opponents. He is susceptible to lacerations around his right eye. He is not as effective backing up as he is moving forward.

Gabriel computer tuned 254 shocks for the world of small cars.



Yours is no exception.

Gabriel
SHOCKS & STRUTS

Road Star, real heavy-duty value. Red Ryder, our best heavy-duty shock for extra control. Striders, adjustable to driving preference. Hijackers give small cars 750 lbs. extra capacity. Struts & Cartridges for MacPherson-equipped cars.

The Fights After The Fights

nothing to hurt Cooney's career.

Marvin Hagler

In Victory: For the time being, he has but two top-dollar matches—Sugar Ray Leonard and Wilfred Benitez. However, the WBA demands he next take on No. 1-rated Fulgencio Obelmejias, a man Hagler destroyed 16 months ago. The WBC insists he fight Tony Sibson, its top contender, despite a predictable outcome.

In Defeat: Hagler waited a long time to become champion. The wait may be just as long for him should he become an ex-champion. Hagler may have to get in line behind Leonard, Benitez and Sibson—maybe even behind Mustafa Hamsho

and Obelmejias—before another title shot comes his way.

Thomas Hearns

In Victory: The ex-welterweight king will be sitting atop the boxing world. For his first defense, he would probably choose Wilfred Benitez. However, the always-meddling WBA and just-as-pushy WBC will make their demands, and Hearns will probably wind up with either Obelmejias or Sibson.

In Defeat: A close loss may not hurt Hearns at all, and keep him among the middleweights. A beating may chase him back down to the welterweights—from where he'd find it impossible ever to entice Leonard back into the ring.

for being hit in the body. He has only fought as far as the 12th round twice, so his stamina is suspect.

Chin. Hagler has never been knocked down as a pro. Hearns has been floored only by Leonard.

Defense. Hagler goes by the book and is very solid defensively. His hands are rarely away from his face after he throws a punch. He is very difficult to hit with a combination. Excellent footwork and head movement make him an elusive target.

Hearns is especially hard to hit early in a fight, when his reflexes and tremendous speed are at their peaks. His hands-down style makes him an inviting target but his speed makes him more difficult to hit than he appears to be.

The Fundamental Things Apply

"Hearns has everything over Hagler," says Emanuel Steward, Hearns' trainer and manager. "Thomas is a harder hitter with either hand. He has the edge in height and reach. He's faster. Hagler has never faced anybody quite like Thomas."

"Marvin does much better against tall

**Tough protection
doesn't come any easier.**



MEM COMPANY INC., Northvale, NJ 07647 © 1982

**English Leather.
DRIVES WOMEN
CRAZY!**

SPORT QUIZ

Answers from page 27. 1—a. 2—b. 3—b.(.294). 4—a-Cubs; b-Pirates; c-Red Sox; d-Angels. 5—c. 6—d. 7—Cleveland Indians. 8—Bert Campaneris, (California). 9—c (1927-28). 10—d. 11—Carl Lewis, Houston; long jump and 100-meter dash. 12—c. 13—Elgin Baylor (seven games, 1962); Rick Barry (six games, 1967). 14—Maurice Richard. Answer to last month's Stumper (Who was the last pitcher to get a hit in the American League?): Ferguson Jenkins, Texas Rangers; October 2, 1974.

PICTURE CREDITS

Cover: Bill Smith, Ken Regan/Camera 5 (inset). 3—Bill Smith (top left, bottom center), John McDonough (top center, top and bottom right), Mickey Palmer/Focus on Sports (bottom left). 7—Jerry Wachter. 9—Wide World (left), John McDonough (right). 13—Wide World (top), UPI (bottom). 15—John McDonough. 27—Jerry Wachter (far left, center right), Bill Smith (center left), Noren Trotman (far right). 28—Carl Skalak Jr. 29—Mickey Palmer/Focus on Sports. 30—Tony Tomsic. 34,35—Rich Pilling. 37—Jerry Wachter. 38—Mickey Palmer/Focus on Sports. 39—Bill Paciello. 40—Chuck Solomon. 44,45—Mickey Palmer/Focus on Sports (left), Rich Pilling (center and right), Scott Cunningham (top right). 46—Rich Pilling. 50,51—Bill Smith. 59—John McDonough (top), Jerry Wachter (bottom). 60—Jerry Wachter. 65—Dan Helms/Duomo (top left), Pete Travers (top right), Wide World (bottom left), Dwight Johnson/Don King Productions (bottom right). 67—Wide World (left), UPI (right). 75-77—John McDonough.

fighters," replies Goody Petronelli, who with his brother Pat manages and trains Hagler. "They stand straight up and present an easy target. They don't come in bobbing and weaving. Leonard had a tough time with Hearns. See how tough it'll be for Marvin. Marvin will beat Hearns with surprising ease."

It will be surprising if Hagler should beat Hearns easily. Unlike the Holmes-Cooney fight, this one has little chance of ending early, mainly because of the superior boxing ability each man possesses, the excellent shape each fighter is in and the speed they each own.

The opening rounds will probably belong to Hearns, dominating with his reach from outside. Hagler will keep steady pressure on, but he will be unconcerned about falling behind in points early. He knows he has 15 rounds to do the job. The outcome will depend on whether 1) Hagler can stay close enough to rip Hearns' body apart or 2) Hearns can use his long arms, electrifying power and rapid combinations to keep Hagler away. If Hearns can use his speed and reach to keep Hagler away for six or seven rounds, then Hagler will have to press to catch up. If the champion can get to Hearns earlier, then Hearns will tire in the final rounds and be a good prospect to become Hagler's 46th knockout victim.

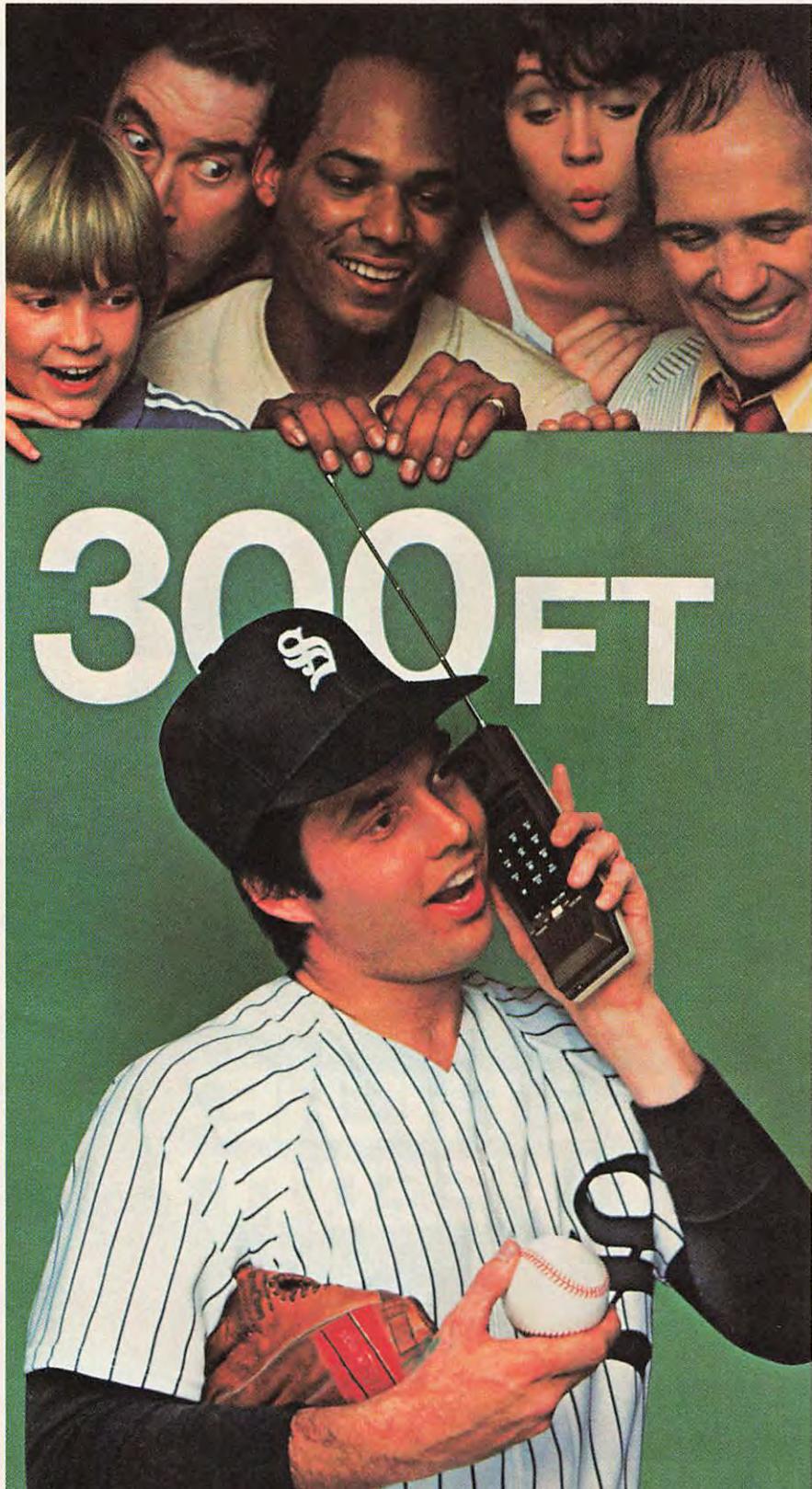
In a poll of 45 boxing writers, trainers, managers and fighters, 40 chose Hagler to beat Hearns. Thirty-five of the experts thought he would do so with little trouble. The view from here is that this will be one of the most exciting title fights in years. Whoever has the most stamina, drive and determination will win. The first nine rounds will be very hard-fought, with Hearns looking for much of that time like the next middle-weight champion. From the 10th round on, however, Hagler will show the world why no man will beat him at 160 pounds. Look for Hagler to retain his championship with a late-round TKO.

As Time Goes By

A month from now we'll know what happened in each of these two bouts. And we'll know more about each of the four fighters involved. But the fight we'll be talking about a month from now is the one without the buildup. The middle-weight fight. The one that will be fought in the ring. *

Randy Gordon is associate editor of The Ring magazine and a boxing commentator on ESPN. He'll go to both fights, but he gets in free.

How to get phone calls 300 feet* from home.



With the ITT Cordless Phone, getting and making phone calls is a whole new ball game. You see, with our cordless phone you're not tied down by the cord—because there is no cord! So you can take your phone places you never could before. Like the garage. The attic. The garden. The patio. The pool. You can field any call—indoors or out!

In a league by itself

The ITT Cordless Phone also has more features. It has a built-in intercom with 2-way paging that allows you to communicate in and around the house without tying up the phone line. An exclusive "Call-On-Hold" feature that lets you talk privately over the intercom while an incoming call remains on hold. Tel-Pulse™ Dialing that works on either rotary or tone-dialing systems. A Memory Redial Button that redials a busy number automatically. An extra battery charger at no extra charge. And handsome styling that looks great at home, too. And this cordless phone is from ITT. So there's a big-league company behind it. For your nearest retailer, call 1-800-526-4262, 9-5 EST.

Catch this \$10 rebate

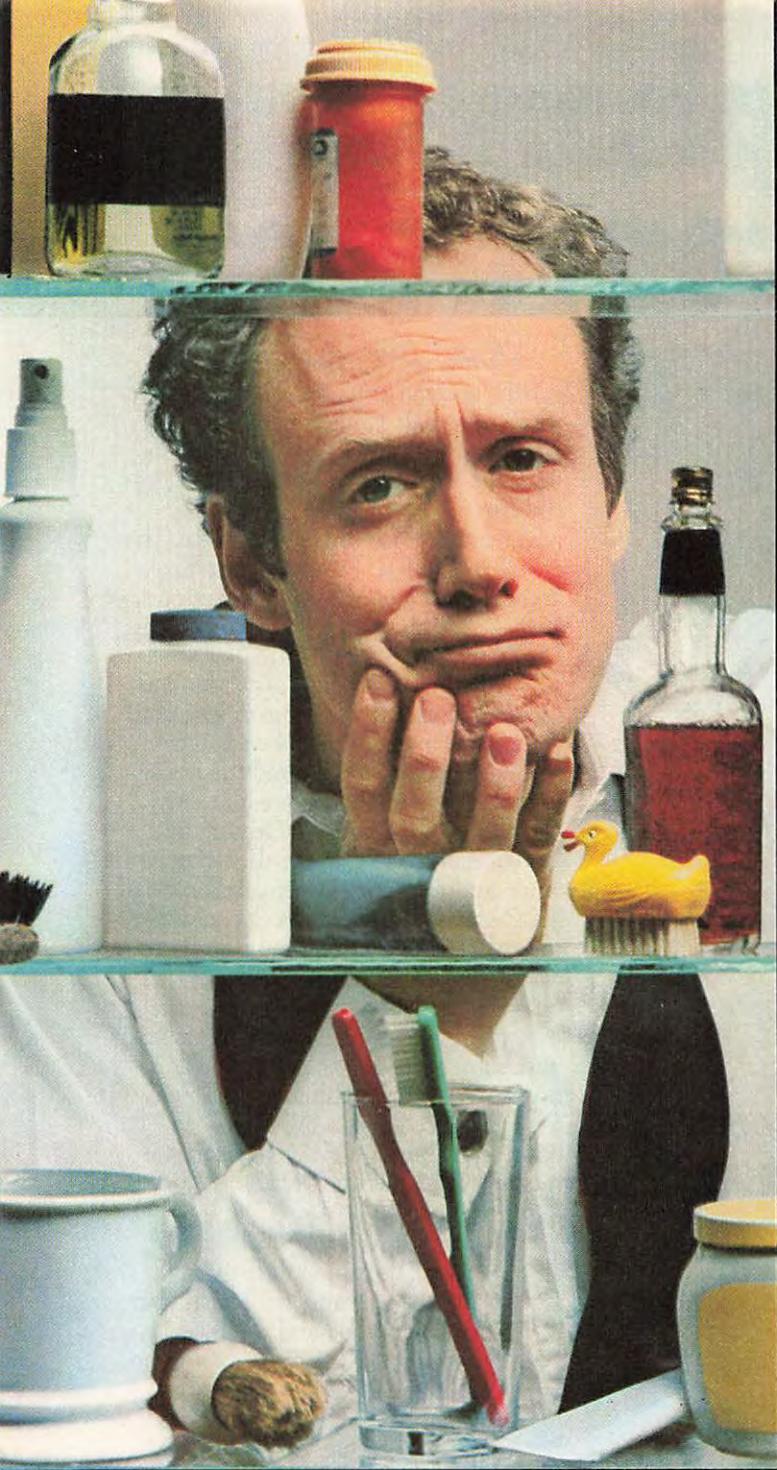
Just send us your cash register receipt and the warranty card from your ITT® Cordless Phone and we'll send you a \$10 cash rebate! Mail to: Department SG, ITT Personal Communications, 133 Terminal Ave., Clark, N.J. 07066. But hurry, offer expires Sept. 30, 1982. Allow 4-6 weeks to receive rebate.

*Power output is the maximum allowable by the Federal Communications Commission. Range may vary beyond 300 feet depending upon conditions and surroundings.



ITT CORDLESS PHONE SYSTEM

ITT Telecommunications Corporation, Apparatus Division, Personal Communications, Clark, N.J. 07066. © 1982 ITT



WILL IT BE THERE WHEN YOU NEED IT?

The man on the right has an aching head and acid indigestion. But he knows Alka-Seltzer® is there, waiting for him.

The man on the left also has an aching head and acid indigestion. And it isn't getting any better, because he forgot to buy Alka-Seltzer.

They both know nothing works better, nothing's more soothing.

The man on the left wishes he were the man on the right.

ALKASELTZER. AMERICA'S HOME REMEDY.

WHO IS BOBBY CLAMPETT...

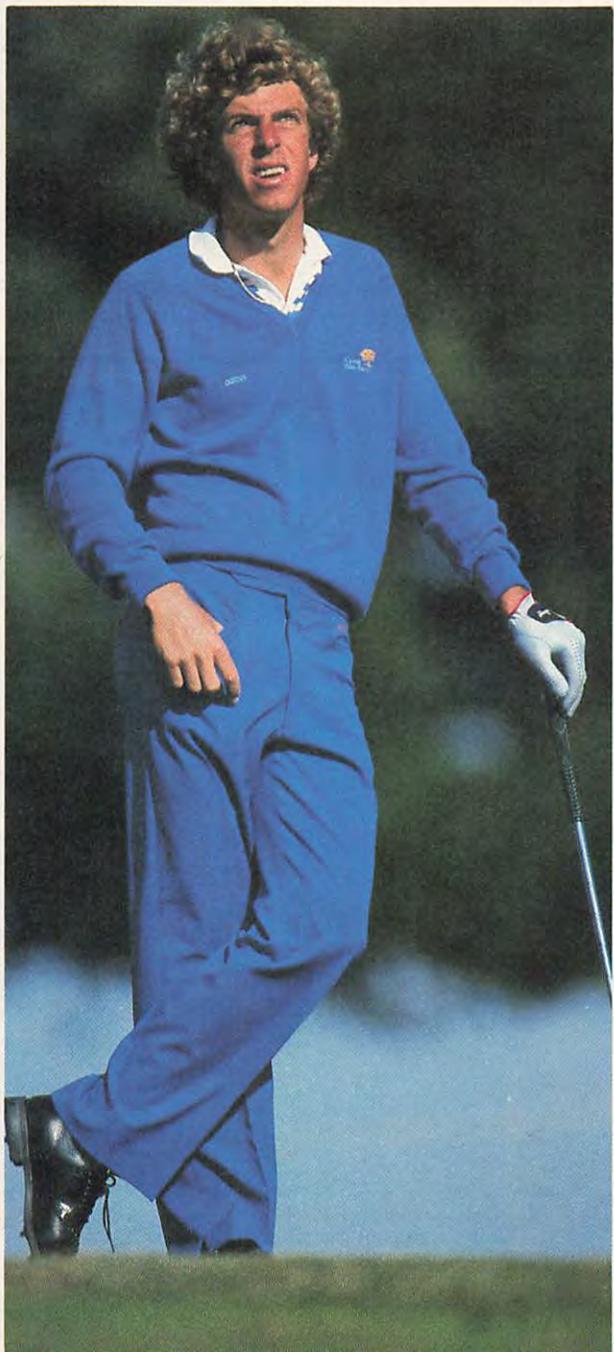
... And why will he win the U.S. Open?
Because he's good—and he's playing in his own backyard.

by Jim Moriarty

Picture this: it's U.S. Open Sunday, one of four days during the year when the sport of golf acknowledges that a particular champion is special, something more than just the best player that week. The winner of this competition is regarded as the undisputed champion of the United States, and golf's newest immortal, which creates an atmosphere that at times is unbearably stuffy. But what if, on this day, in the majestic setting of the Monterey Peninsula with Carmel Bay, crashing waves and barking seals as the backdrop, something a little out of the ordinary was to occur? Something that would bleach the stripes out of the ties and snap the armbands of all God-fearing, traditionalist United States Golf Association officials?

Just suppose that the leader has, say, a four-shot cushion coming into Pebble Beach's famous 18th hole and he is a tall, slender young man who, from a distance, looks a bit like Harpo Marx in double knits. Instead of the comedian's comic gait, this man strides confidently—almost an arrogant strut—from the 17th green to the 18th tee, which sits like an island in Carmel Bay. The young man addresses the ball, peering first down the fairway then back at the USGA official propped up against his walking seat. Suddenly the player drops to his knees. He waggles the clubhead a few times, wiggles his right wrist into the precise position he wants and lets fly a 230-yard drive, which lands safely in play. The crowd roars with delight. No one has ever played the 72nd hole of the national Open on his knees before.

After too many seconds,
Clampett sees a win at Pebble.



Don't be surprised if it happens someday. In fact, don't be surprised if it happens in June at Pebble Beach and the player who does it is named Bobby Clampett. Clampett could well be golf's next superstar—he has the game and the winning attitude, and his breakthrough could come June 17 at Pebble Beach because it is his home course. And he has already hit a drive from his knees during the Open, a playful gesture that got him into trouble during the 1979 championship at Inverness in Toledo.

Clampett, a 19-year-old amateur at the time, had missed the cut at Inverness, but because there were an odd number of players remaining in the field, Clampett volunteered to play with David Edwards, the first man off, as a "marker." This is done as a point of protocol since golf, even in the U.S.-by-God-Open, is supposed to be a social game and no competitor should have to play alone.

Most of the time Clampett's golf game seems to be composed of equal parts of Isaac Newton and General Patton, but just beneath his calculating, aggressive surface lies a streak of Steve Martin. Not being in contention, Clampett felt an obligation to entertain the crowd. He began



The Clampett swing: Just like it says in the book.

his show by driving the ball from his knees, a shot he had mastered under the tutelage of his golf mentor, Ben Doyle.

After that opening move, he began putting between his legs, putting with a sand wedge and performing Chi-Chi Rodriguez-type comedy bits. The crowds were entertained, until the USGA caught wind of what was going on. Two officials—Jim Hand, chairman of the USGA championship committee and P. J. Boatwright, USGA executive director—caught up to Clampett at the 11th hole, watched him tee off at the 12th and escorted him off the course. They had given him the hook for conduct they termed "demeaning" to the championship.

"I'll have the last laugh," Clampett said at the time. "I'll turn pro." Now he says he regrets the incident, but he still defends his playfulness.

"I did it because the crowd seemed to be enjoying it," Clampett says today. "There's nothing in the rules that says you can't hit it off your knees. I didn't do anything wrong, it's just that the timing was poor."

By timing, Clampett means "at that time in his career." It was too soon.

KODAK PRESENTS INSTANT MAGIC AT A MAGIC PRICE

KODAMATIC™ CHAMP™

INSTANT CAMERA

You won't miss a trick with the Champ and the new faster KODAMATIC™ Instant Color Film. Hocus pocus, you don't have to

focus. Presto chango, a light tells you when to add flash.

And the best part is, you don't have to conjure up a lot of money to conjure up all this magic.

Smaller than actual size



DAVID COPPERFIELD



© Eastman Kodak Company 1982

CAPTURE ALL THE MAGIC IN AN INSTANT

A Beauty and a Beast: The Key Holes at Pebble Beach

Like any great golf course, Pebble Beach has certain critical holes. These are the holes where the U.S. Open will be won—and lost. Bobby Clampett knows them well—he learned them as a kid.

Hole No. 7. The seventh is very short—110 yards—but it's a demanding par three often playing into an unpredictable gusting wind. "Depending on the weather," says Jack Nicklaus, "you can hit anything from a sand wedge to a two-iron." One pro, playing into a gale force wind, watched his two partners hit drivers and hold the green. He pulled out his big club, but at the top of his swing the wind disappeared. So did his ball, carry-

ing the green by 100 yards and diving into the bay.

Hole No. 8. A classic. Exceptionally beautiful—and the toughest hole on the course. A par four with the ocean at the golfer's back and a dog leg right. Most pros lay up in the corner with their tee shot and have to go to a three-wood or a two-iron over the chasm to the green.

Hole No. 17. After an inland spin, 17 takes it back to the ocean, leading to a huge green that, with devilish pin placement, can demand that the first "putt" be hit with a wedge to clear an intruding sand trap.

Hole No. 18. One of the most famous

par fives in golf. A beautiful sweep of ocean along the entire left side, perilously close. The second shot is almost always laid up short to allow a pitch to the small, undulating green.

Anything can happen on this golf course when Mother Nature decides to get ornery. In the 1972 Open, Tom Watson shot 76 in the final round and passed 30 people. That same day, George Archer took only 24 putts and shot 87. Nicklaus once shot 45 on the back nine. And once, on the 10th hole, Dale Douglass drove onto the beach, took 16 more to reach the green, and two-putted for a routine 19.

"The difference between what I did and what Jerry Pate did at the Tournament Professionals Championship [dive into the water] was that Jerry was the champion," Clampett says. "He's the king. He can do what he wants. I had missed the cut. I was in a different kind

of position altogether."

Clampett is working on his timing, very hard.

Home Course Advantage

Clampett, at 22, is playing only his second full season on the Professional

Golfers Association tour. His first was not too shabby. Clampett earned \$184,710 with eight top 10 finishes, placing 14th on the money list and eighth in stroke average at 70.77 per round. He did everything but win, finishing second four times, and twice losing playoffs—to

Bobby's a Fresh New Act, but Don't Forget About Jack

Jack Nicklaus got off to a hot start his rookie year on the golf tour in 1962 by winning the U.S. Open at Oakmont Country Club—he was 22 at the time, the same age Bobby Clampett is now. Nicklaus stayed hot through much of the next 21 years of competition, but in the last few, the notion was put forth that the Golden Bear had gone to the *big* hibernation. By 1980 the notion that Nicklaus was too old to win any more major championships was growing into a full-scale consensus. Nicklaus settled the issue by winning two of the four biggest: the U.S. Open at Baltusrol and the PGA Championship at Oak Hills.

That Open win put him into a tie on the all-time list at four U.S. Open victories with Willie Anderson, Bobby Jones and Ben Hogan. But Nicklaus' victories have been over 18 years, a feat no other pro even approaches. A win this year will give him the record—just the challenge Nicklaus thrives on. The Bear gets up for the big ones. He has curtailed his schedule greatly in recent years to concentrate on the major titles, a tactic that paid off handsomely in 1980 and could work again. As one wag said: "Nicklaus has become a legend in his spare time."

Going into the 1982 campaign Nicklaus has won five Masters, five PGA



When Nicklaus swings, golfers quake, especially at the Open.

Championships, four U.S. Opens, three British Opens plus two U.S. Amateurs for a total of 19 major titles—a record.

Fittingly, Nicklaus tied the record of 13 major titles, held by fellow golf legend Bobby Jones, by winning the U.S. Open the last time it was held at Pebble Beach in 1972. His victory was sealed with a majestic one-iron shot at the 17th that hit the flagstick and stopped 12 inches from the cup.

Nicklaus has 68 tour victories (second all-time to Sam Snead's 84); he was the third golfer in history to pass \$1 million in winnings, the first to pass \$2 million and the only to exceed \$3 million—he is about \$200,000 short of \$4 million, a season and a half's work at his current pace.

In 1972, after winning the U.S. Open at Pebble Beach, Nicklaus spoke of how he marked time, and titles, by the progress of his family. "I was here [Pebble] one week early with my family and I couldn't help remembering that in 1961 after winning the USGA Amateur our first son [Jack II] was born four days later," Jack said. "And this week I was playing golf with him on the same course. How time flies." True. This year, Jack II, a student at the University of North Carolina, is going through local qualifying to earn a spot of his own in the U.S. Open.

John Cook in the Bing Crosby Pro-Am and to Hale Irwin in the Buick Open.

Clampett means to correct that oversight—winning a tournament is his No. 1 goal and there is precedent to predict that his timing at the U.S. Open might just be perfect. Both Jack Nicklaus and Jerry Pate gained their first professional victories at the U.S. Open and both were 22 at the time.

Moreover, Clampett has more than a passing acquaintance with Pebble Beach, the Open site, as he was born and raised just up the road in Monterey and he grew up in Carmel, right next door. Pebble has been his home course from his earliest rounds through the maturation of his game.

Clampett has won two California Amateur championships at Pebble, and in match play there his record is a pristine 10-0. As an amateur he won the Spalding Invitational there and last year as a professional his strong showing in the Crosby was aided and abetted by the two rounds of play at Pebble (the other two rounds were played at Cypress Point and Spyglass).

"I'm excited about it," Clampett says. But he is also cautious, knowing

how much the USGA toughens up a course for a U.S. Open. "The course will be quite different. The greens will be faster and harder than I've ever seen them and that could change the character of some holes. Also, the rough will be higher than I've ever seen it there."

The rough at Pebble already is awesome in spots because of an insidious

One thing Clampett has is confidence. Any weaknesses? "No, I don't have one."

growth called Mesembryanthemum Crystallinum—ice plant—found near coastal areas. The plant has thick, fleshy leaves, and driving a ball out of it is like hitting through a tough, rubber net. It would seem to suit the USGA's purposes well in toughening up a U.S. Open course—it punishes an errant shot.

Moreover, the USGA's efforts to make the greens hard and fast could be

aided significantly by the drying effects of a strong off-shore wind.

"I will be at home, though, and maybe that gives me a little edge," Clampett says. "I can spend the whole week working on my game because I already know the golf course."

The Winning Attitude

There's more than home cooking that goes into making Clampett a proper pick to win the Open. He's got the head for it—he *believes* he can win it. His high finishes last year on the tour taught him all about swinging the golf club with the pressure on and adrenalin running out of his fingertips. And he wants to win. He has the kind of drive you find in a Ben Hogan, Jack Nicklaus or Tom Watson.

Once, during the 1978 Western Amateur match-play tournament he eventually won, Clampett was two holes down with three to play against Bob Tway, an all-American opponent. Clampett started the 16th hole badly, driving into jungle on the left, while Tway had a perfect lie in the middle of the fairway with just an easy wedge to the green. The match appeared to be over, but Clampett had other ideas.

There's only one way to play it.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings, 2 mg. "tar", 0.3 mg. nicotine, 100's, 5 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

© 1982 B&W T Co.

With a tree blocking his stance, Clampett pulled out his six-iron, reversed it so he could swing it lefthanded and proceeded to thread a shot through the undergrowth and woods, running the ball up in front of the green. The recovery unnerved his opponent, who then chunked his wedge into the front bunker. Clampett won the hole, to go one down with two to play.

On the par three 17th, Clampett put a wretched swing on his tee shot, burrowing the ball into deep grass under a wooden bench near the 18th tee. Tway placed his tee shot into birdie range, about 20 feet from the hole. Again the match appeared to be over.

But all the way to the green Clampett kept repeating under his breath that he was going to hole his chip shot. He had no interest in recovering par—he was going to *make* the shot. Clampett had to blast out of deep grass, clear an embankment to reach a green that was sloped drastically away from him toward water. So high was the mound he had to clear that he couldn't see the pin from where he stood. Nonetheless, Clampett's chip shot hit the flagstick and stopped inches from the hole.

As he climbed the embankment to the green Clampett looked amazed, not because he was so close, but because he had *missed*—he had truly expected the ball to go into the cup. Tway two-putted. Clampett took the 18th with a par and won the match in sudden death.

Obviously, Clampett has confidence in his shotmaking skill, which, accord-

Clampett is a craftsman; he spends more time working on each technical aspect of his game than any other professional golfer. He calls the work “polishing,” a term that grew out of his relationship with Ben Doyle and their devotion to an underground classic instructional book called *The Golfing Machine, Geometric Golf: The Computer Age Approach to Golfing Perfection*, written by Homer Kelley.

Student Driver

Clampett began playing golf at the Carmel Valley Ranch at the age of 10, using his father's old clubs and taking his first lessons from Lee Martin, the pro there at that time. He started playing tournaments at age 11 and the next summer he had to make his first big decision about his golf career. It wasn't the one most kids make.

“I gave up a chance to be a starting pitcher on a Little League team to concentrate on golf,” he says.

When Clampett was 13, Ben Doyle became the head pro there and brought with him the teaching system called The Golfing Machine. Doyle was the first teaching professional to be licensed by

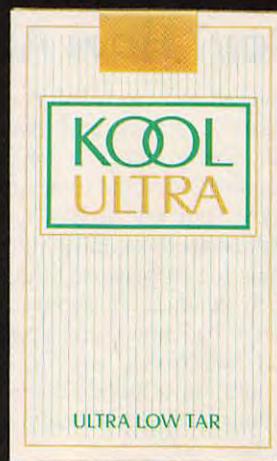
Clampett was playing tournaments at age 11. A promising career as a pitcher was over.

ing to veteran golf observers, is an unusually mature and well-rounded ability for so young a competitor. Last season a writer asked Clampett if he had an Achilles' heel—some shot or situation that bothered him more than any other. “No, I don't have one,” Clampett said.

The writer pressed: “Are you sure? Even Nicklaus says he has a weakness.” “Absolutely,” Clampett replied.

No other ultra brings you a sensation this refreshing. Even at 2 mg., Kool Ultra has taste that outplays them all.

Kings 2 mg.
100's 5 mg.



NEW
KOOL
ULTRA

Why Can't They Be Funny and Still Win Money?

When Jerry Pate celebrated his winning of the 1981 Danny Thomas-Memphis Classic by diving into a pond beside the final green, he produced a splash of publicity unusual for an ordinary tour event. The spontaneity of the act gave it much of its charm. The next time Pate took a dive, after he won the 1982 Tournament Players Championship, it reflected a contrived piece of show business that rang a bit hollow.

But it was one of the few sparks of color to bring golf to the attention of the average sports fan—the kind of color and charisma that had made Arnold Palmer the most popular player of the century. Among today's current crop of pros—a parade of drones, say critics—there are a few players with colorful personalities, Bobby Clampett among them, but there has been a missing ingredient. Mainly what has been missing is *winning*—capturing the limelight in the way that gets a character noticed.

A few have given it a shot. John

Mahaffey plays golf with a grim-faced determination, but he's been known to break into an incredibly deft imitation of Puerto Rican tour pro Chi-Chi Rodriguez. Tall George Archer appears very cautious in tournament play, but in fact has the quick sharps of a putting hustler, which he was for a couple of years at a San Francisco municipal course. But even though Mahaffey and Archer have over a million bucks in winnings apiece, neither has won enough or clowned enough to excite the public mind.

Often, it seems, a player's propensity to play goof can undermine his ability to play golf. Peter Jacobsen does wonderful takeoffs of the golf swings of his fellow tour pros, and with D. A. Weibring has even shaped an "act" they perform at exhibitions. However, there are times in the middle of a tournament proper when a fan will ask Peter to do an imitation. "Aw come on," said one little old lady in a lilac print dress during a recent tournament, "be a good boy and

give me Arnold Palmer." At the time Jacobsen was having trouble enough doing Jacobsen.

In a similar sense, Gary McCord has suffered from his "color." McCord, by his own description, is a cosmic interplanetary presence. His special interests are Astrophysics, Aero-biology and quantum mechanics, which relates to his golf. Gary once described a prime concern of his as "finding the perfect gravity swing so I can feel that it is in balance with the earth's revolutions. The Coriolis Effect," McCord says, "explains why flushed toilet water swirls clockwise in the northern hemisphere and counter-clockwise in the southern, but how does it apply to my golf ball in flight, or the path of my golf swing?"

Alas, the cosmic McCord, after nine years of meager earnings and after shooting a first-round 80 in this year's Tournament Players Championship, announced he was quitting the tour.

Come back, Arnold. —Al Barkow

Kelley to use the system.

It was a perfect fit of student, teacher and system. Clampett and mentor Doyle are especially close, a relationship that perhaps fulfills some of Clampett's personal needs following his parents' divorce when he was quite young. By age

17, Clampett, a student at Robert Stevenson Academy, was the California state junior champion and by 18 he was ranked the No. 1 amateur in the world. He played three seasons at Brigham Young University and was three times an all-American.

Clampett is analytical, articulate and intelligent, majoring in French at BYU, having received an associate degree in 1980. He is composed and articulate enough to have conducted all his press interviews in French while playing in Paris.

Does Golf Need a Bad Boy? How About a Less-Nice Boy?

Humorist Jean Shepard once commented that what golf needs is a fist-fight between Jack Nicklaus and Arnold Palmer on the 18th green of a nationally televised tournament. The implication, of course, is that golf is a dull spectator sport compared to most others and could use some old-fashioned violence to perk it up. True, golf is a tame game next to football, baseball, basketball, et al, and no amount of argument for its subtleties is going to change the mind of the average sports fan. However, though a fight between Nicklaus and Palmer (or whomever) is out of the question, how about a "bad boy" golfer to spice the proceedings?

We are not thinking of a bad boy in the mode of John McEnroe—golf can't handle that. However, a bad boy defying certain superficial, unwritten codes of behavior is something else.

For example, although golfers may be the only athletes not wearing prescribed uniforms, they somehow seem more

alike in their animal-crested shirts, cashmere sweaters, slacks and two-tone shoes than does a squad of basketball players all in electric-blue undershirts.

The PGA Tour encourages conventional middle-class dress and a minimum of facial hair for its players, but cannot enforce such standards in a court of law. So perhaps a bad boy could appear in shorts and sweatshirt, running shoes with short nibs and a Rollie Fingers wax-pointed moustache. Such a sight might attract youth to golf.

A milder spin-off of the Jean Shepard idea would be a bad boy publicly provoking and sustaining a personal rivalry with other players. It isn't that all tour pros like each other, as it appears. If one bad boy voiced true-felt poor opinions of another pro's golf swing, competitive fortitude or uncommon good luck—opinions that already exist—interesting fireworks could develop. Again, people might see golf as something more than an ultra-proper putting bee and get into

the game. If two outspoken rivals were paired in a championship the gate and enthusiasm would swell. Golf could use a dose of one-on-one competition.

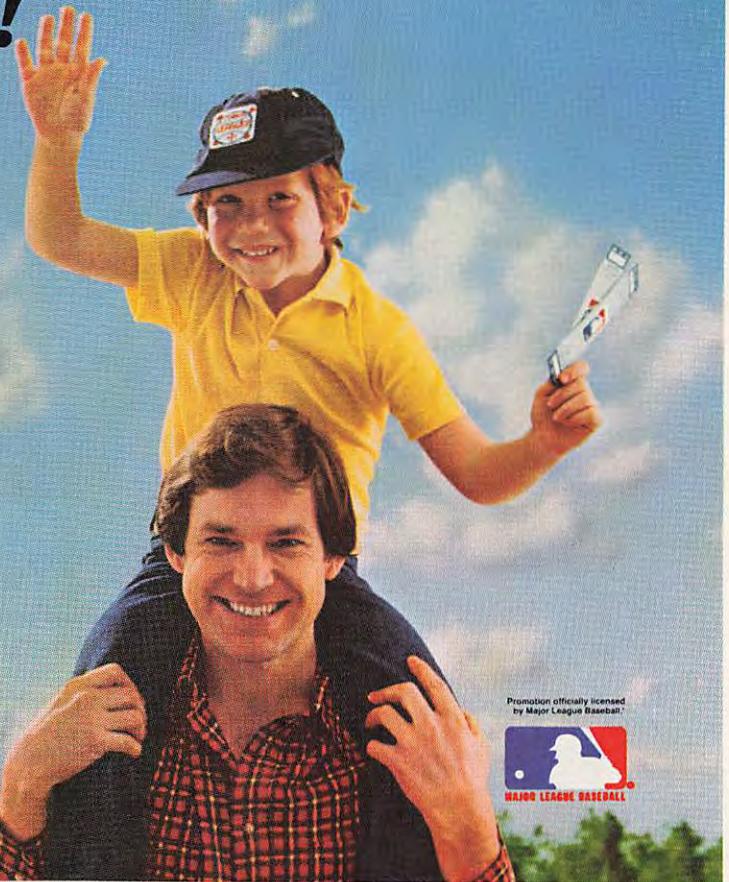
There have been a few personal rivalries in golf—Ben Hogan-Sam Snead, and Jack Nicklaus-Arnold Palmer—and while they never flared openly, the rivalries provided a nice spice to the scene. Furthermore, when Tom Kite, "miked" for television, lit into John Schroeder about his slow play—a chronic problem in golf—it caused quite a stir. But Kite backed off, saying his remarks should not have reached the public ear, extinguishing a fascinating fire.

The last real bad boy in golf was Dave Hill, who made his reputation in the 1970 U.S. Open by lambasting the design of the golf course on which the event was played. He called it a "cow pasture." It got people interested in golf architecture specifically, and the game in general. But that was 12 years ago.

—Al Barkow

What a steal! The 2 for 1 Baseball Ticket Offer.

Look for details when you buy specially marked packages of Right Guard® or The Dry Look®.



Promotion officially licensed by Major League Baseball.



But nothing captured his analytical interest more than the complexities of searching for the perfect golf swing, and under Doyle's direction Clampett molded himself into the perfect embodiment of The Golfing Machine. "Even though I knew from my students' progress that The Golfing Machine was the truth in teaching," Doyle wrote in a foreword to the fifth edition of Kelley's book, "it seemed that my assignment was to continue teaching, and Homer polishing, knowing it would be Bobby Clampett who would put it into his computer . . . and demonstrate The Golfing Machine to the golf world."

Kelley, the book's author, says he has been working on the concept for 42 years, combining "geometry and the physics of force and motion to develop a one-piece understanding of the golf swing." A former aircraft engineer with Boeing in the Forties, Kelley retired from research and development work in 1964 and devoted himself full-time to perfecting his theories on the golf swing.

"There are 144 components of a golf swing, and 24 places in the swing where you can execute it correctly more than one way," Kelley says. "There are 10

trillion 'good' golf swings possible." The point of Kelley's system is to assemble an individual's most effective golf swing from a catalog of workable variations. Players who understand and trust the system find it offers them specific guidelines to work on to correct faulty technique: when X is going wrong, simply adjust Y, which will result in Z, the desired effect.

The first edition of the book was published in 1969 and since then Kelley has authorized about 30 professionals across the country to use the system, including Mike Holder, the coach at perennial golf power Oklahoma State. "Homer Kelley is a genius," Clampett says.

Clampett stands a skinny 5 feet 10, but is known for his length off the tee. He gets his power not from leg drive or sheer strength but from his timing, the smooth mechanics of his swing. In fact, his ability to hit shots from his knees was not developed to create a trick shot, but at Doyle's suggestion to demonstrate that Clampett could drive the ball well without trying to power it with his legs. Clampett drives 270-280 yards regularly off the tee, and 230 yards from his knees. He believes totally in The Golfing Ma-

chine system, crediting it for his success, and is even working on his own book on the subject.

"I'm taking The Golfing Machine and applying it to how it has helped me play the kind of golf I can play," Clampett says. "A lot of my book is from the player's standpoint—what kind of thoughts go through a player's head on the course and off. It's about how to translate the mechanics into feel."

As polished as Clampett's swing may be, he doesn't believe in acting machine-like while he's playing. Clampett is as devoted to getting people involved in golf as he is to proselytizing The Golfing Machine system.

"I think that golf needs as much color as it can get," he says. "We need to get the crowd to participate more. I don't think the players should restrain what their feelings tell them to do."

Certainly Clampett doesn't intend to restrain himself, especially if he finds himself on the brink of a major victory—perhaps the U.S. Open this June. Then the timing would be perfect. ★

Jim Moriarty tours with the pros—for Golf World magazine.

If you hate mosquitoes, but love people.

You want two things in an insect repellent. A repellent that repels insects. And a repellent that doesn't repel people.

Cutter Evergreen gives you both.

Wherever people do heavy hiking and backpacking, you'll find Cutter. We think that's as strong a recommendation as there is.

And it's just as effective, just as pleasant to use, right in your own back yard.

Look for Cutter Evergreen, in spray, lotion, or convenient stick, even if you have to look a little harder.

It's worth it. **Cutter Evergreen.**



Best Smeller.

©1981 Cutter Laboratories, Inc.

There are times
when only the best will do.



Canadian Club®
“The Best In The House”®

6 Years Old. Imported in Bottle from Canada by Hiram Walker Importers Inc., Detroit, Mich. 86.8 Proof. Blended Canadian Whisky. © 1982

Extra Points

Tips and touts: Get this book, get down a bet, get more of Hubie, get less of Howie.

ON THE TUBE

Howard-less Monday?

If you've been spending your Monday nights watching "Today's FBI" and "Private Benjamin," take heart. ABC will start televising "Monday Night Baseball" again this month. The first game will be shown Monday, June 7 and the series will run every Monday night through August 23.

The announcing crews again will consist of Al Michaels, Keith Jackson and Don Drysdale. For those who think that Howard Cosell and baseball are as unsuitable a match as Howard Baker and football, you'll be glad to hear that Howie, busy with his "Sportsbeat" program, will be making fewer appearances on Monday night. Alas.

Football for the Feet

Can't wait for football? You don't have to. This month, join the rest of the world for the two biggest events in football. Or at least what the rest of the world presumes to call football. Only America knows that it's called soccer.

You probably know about the World Cup (see page 54). But you may not know about the Football Association Cup in England. The F.A. Cup final, at Empire Stadium in Wembley, draws over 100,000 people through the turnstiles and millions worldwide to their televisions. This year, for the first time, it will also be shown live in the U.S., May 22 on ESPN.

England invented soccer (pardon us, football), and the F.A. Cup is the oldest organized competition in the sport. This year it's the defending champion Tottenham Hotspurs (a kind of championship institution like the Yankees) versus the Queens Park Rangers. Be there, blokes.

Prime Time — Finally

The NBA championship series will be on live, prime-time television this year. That's news. All the games of the finals will be shown live for the first time since 1978.

The announcing crew for the finals will be the same as it's been all season, Dick Stockton and Bill Russell. Which is okay, but . . . we'd like to make a suggestion to CBS. Work Hubie Brown in there somehow. Brown, the former coach of the Atlanta Hawks, began doing some late season color commentary for CBS—and he knows his stuff. He comments a little too much, perhaps, but what he has to say is rich with insight. Kind of a Billy Packer of the NBA. Let's see more of Hubie before someone hires him to coach again.

OFF THE PRESS

Throw This Book at 'Em

Attention baseball nuts. If you're looking for some summer reading, look no further. Get yourself a copy of *The Bill James Baseball Abstract*, published May 1 by Ballantine Books (\$5.95). Some books tell you things you didn't know; James tells you that you didn't know what you thought you knew.

"People say," James writes in his introduction, "that baseball is 75 percent pitching. People say that pennant-winning teams must be strong up the middle. People say that good pitching will stop good hitting. People say that a ballplayer's prime is from 28 to 32. . . . Sabremetrics is the field of knowledge which is drawn from attempts to figure out whether or not those things people say are true."

Sabremetrics is defined by James as "a mathematical and statistical analysis of baseball records." As eloquent as his

numbers are, James' words are better. On the California Angels: "Rarely this side of Jimmy Carter does one see such a classic illustration of how it is that a series of perfectly rational short-term decisions can mount up to an irrational pattern." On Dave Parker: "There's no doubt about it: it is hard to play baseball when you're fat."

AT THE MOVIES

A Fistful of Fights

There will be no *Rocky XVII*, we have been promised, but there will be a *Rocky III*. It opens this month, in the same month as the Holmes-Cooney and Hagler-Hearns championship fights (see page 65). In fact, the original opening date was June 11, the same day as the Holmes-Cooney fight, but that was wisely changed (after all, would you rather see *Rocky Balboa* or *Gerry Cooney—the real Rocky?*) Now *Rocky III* will open nationwide May 28.

If you want to see the real thing, you have more options than usual. A number of cable and subscription-TV systems will be carrying the Holmes-Cooney fight on a pay-per-view basis. Not to mention the 280 theaters and arenas around the country that will carry the fight on closed-circuit, with prices starting at about \$20.

Rocky III will be at a theater near you, as they say. And it'll be cheaper.

AT THE TRACK

Bet a Longshot Long Distance

The Triple Crown comes down to the wire this month with the Preakness Stakes and the Belmont Stakes, which, as always, you can watch on television. Watching a horse race is one thing; betting a horse

race is quite another. A horse race without a wager is like bread without butter. This year you bettors can get butter.

No longer do you have to go to Pimlico in Baltimore or Belmont in New York City or to Las Vegas to make a legal bet on those races. For the first time, some 20 race tracks around the country will handle pari-mutuel bets on the Preakness (at Pimlico on May 15) and the Belmont (June 5). The tracks will carry the network broadcasts of the two races and handle normal wagering. Among the tracks participating are Centennial in Denver, Arlington Park in Chicago, Commodore Downs in Erie, Pennsylvania, Playfair in Spokane and Charles Town racetrack in West Virginia. There will be others. Check it out.

ON THE ROAD

Go Ahead, Ask Him

Admit it. There's a little bit of groupie in all of us. Haven't you always wanted to tell Buddy Bell you think he's the most underrated third baseman in the game?

So if you're traveling this summer, take note of these hotels in league cities where most visiting major league baseball clubs stay. If you've got time to kill, hang out in the lobby and stargaze.

Baltimore—Cross Keys Inn
Boston—Sheraton Boston
Anaheim—Anaheim Hyatt Regency

Minneapolis—Hyatt Regency
New York—New York Sheraton

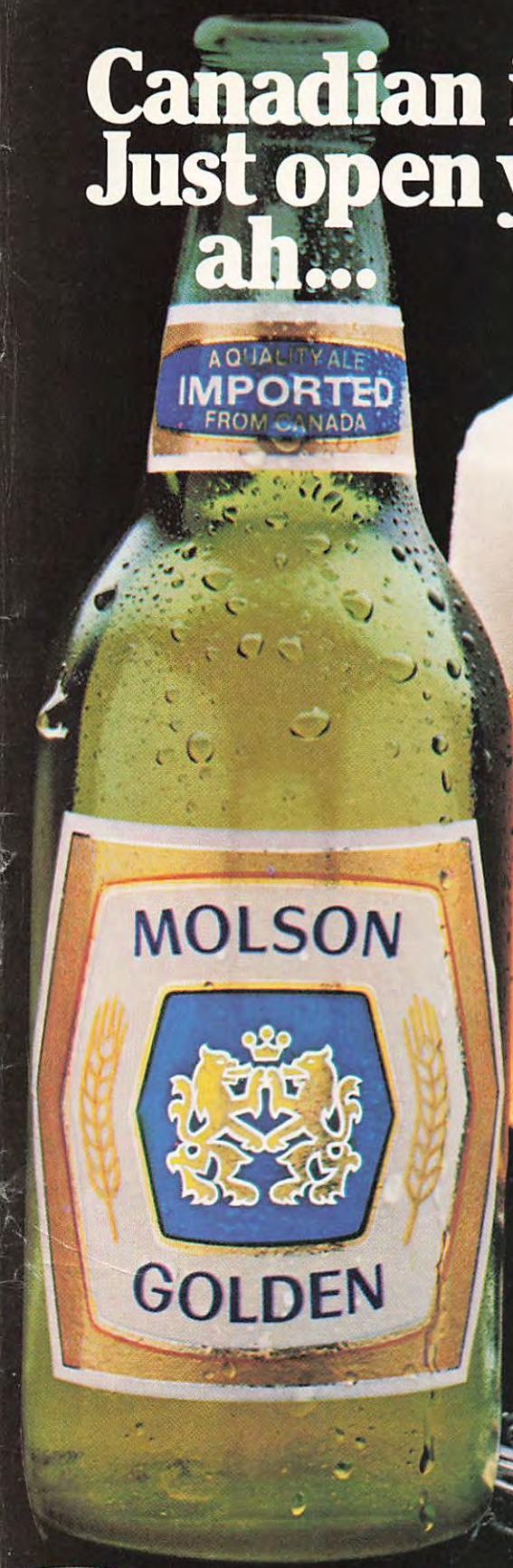
Oakland—Oakland Hyatt
Los Angeles—Biltmore Hotel

Pittsburgh—Hilton
St. Louis—Marriott Pavilion
San Francisco—Sir Francis Drake

Don't be shy.

Sport Quiz on page 27.

**Canadian is an easy language.
Just open your mouth and say
ah... ah... ahhh!**

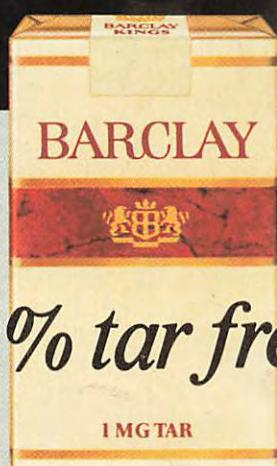
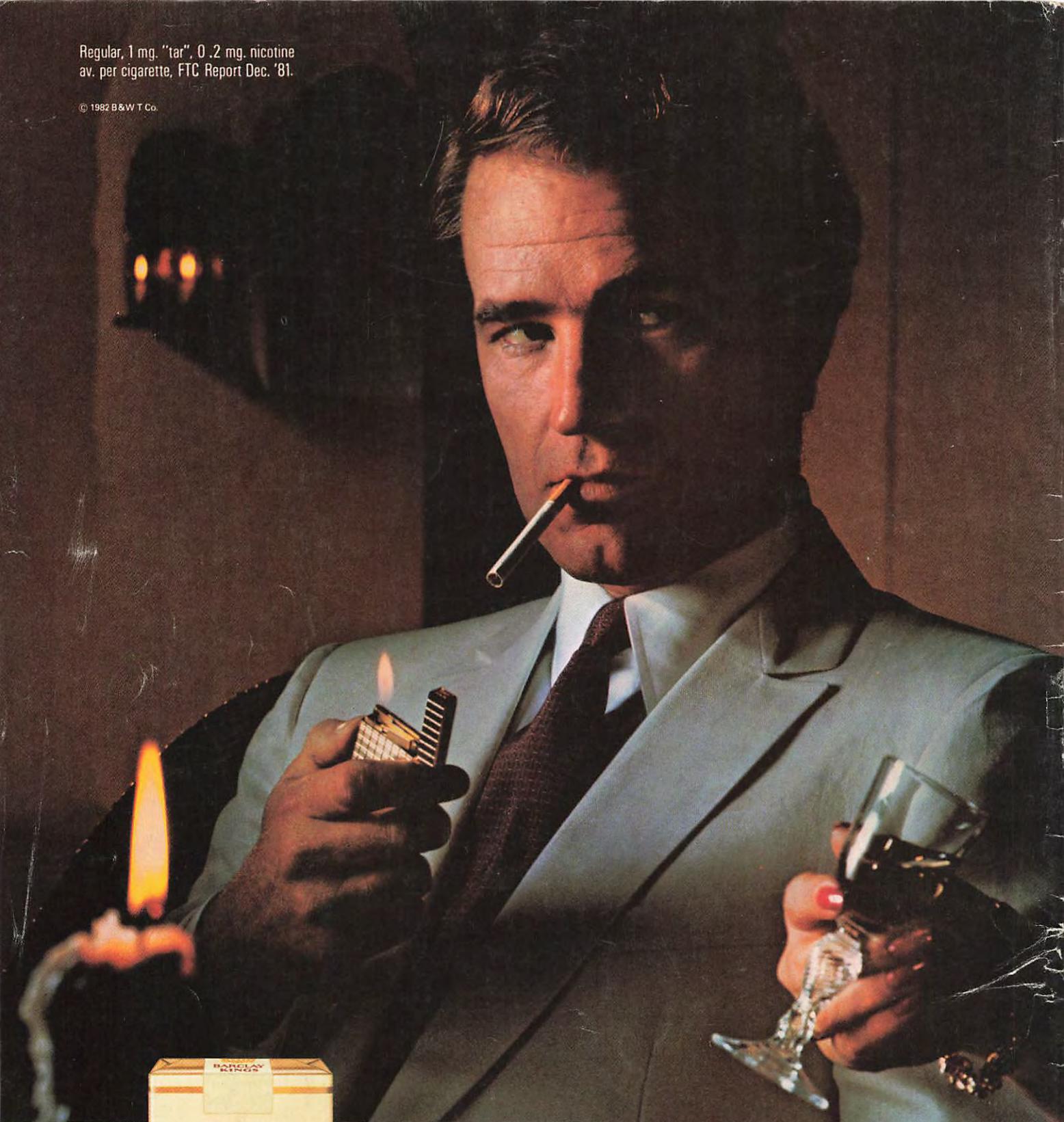


**Molson Golden
That's Canadian for great taste**

Proudly brewed and bottled in Canada by North America's oldest brewery.
Imported by Martlet Importing Co., Inc., Great Neck, N.Y. © 1982

Regular, 1 mg. "tar", 0.2 mg. nicotine
av. per cigarette, FTC Report Dec. '81.

© 1982 B&W T Co.



99% tar free.™

1 MG TAR

The pleasure is back.
BARCLAY

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.